Show Guide

Cool Things Happen When Mac Users Meet

Conference
July 12-15, 2004

Expo
July 13-15, 2004

Boston, MA
Boston Convention & Exhibition Center

www.macworldexpo.com

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Conference & Expo®

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Welcome!

Dear Mac Enthusiast,

It is my pleasure to welcome you to Macworld Conference & Expo®, the inaugural event at the new Boston Convention & Exhibition Center (BCEC). You are witnessing a truly historic event – Macworld's much-anticipated return to its home in Boston.

Macworld's roots in Boston reach back to 1985, when the first East Coast event was held in the Bayside Expo Center. Macworld was held each summer in Boston through 1997, after which the event moved to New York City in search of a larger convention center. With the completion of Boston's world-class convention center, the BCEC, we are proud to bring Macworld back home.

More so than at any other time in Macworld's 20-year history, **this event is designed to celebrate the spirit and passion of the Mac community.** This week will be filled with presentations, exhibits and hands-on demonstrations designed to spark discussions, inspire new ideas and connect like-minded Mac users. You'll hear fresh perspectives on the Mac industry during presentations that are sometimes controversial, usually entertaining and always educational.

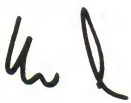
On the exhibit floor, you'll find many **brand-new features**, including the "Geeks & Gadgets" presentations, the WOW Iron Chef of Web Design Challenge, the Dream Studios, and much more. The feature presentation line-up includes the original Macintosh design team participating in a panel discussion hosted by *New York Times* technology columnist David Pogue. You'll hear from *America 24/7* visionary Rick Smolan, and you'll witness a fierce battle among leading Mac luminaries as they compete in the MacBrainiac Challenge. And don't miss the Town Hall Meeting, where top industry observers will discuss hot issues in the Mac community.

The Macworld conference program is the most comprehensive source of in-depth, unbiased Macintosh education. Dozens of sessions will cover topics ranging from music creation to digital video to advanced OS X administration. Mac users of all backgrounds and experience levels will benefit from these educational sessions taught by the industry's most respected minds.

Macworld Conference & Expo would not be possible without the support of the Mac community. It's important to acknowledge the dedication of the speakers, vendors, user groups, and local civic and community leaders who contributed their time, ideas and expertise to make Macworld a success. We are deeply appreciative of all those who helped us produce Macworld Conference & Expo in Boston – the premier event for the East Coast Mac community.

On behalf of the Macworld Boston team at IDG World Expo, I'd like to thank you for being part of this historic event. Enjoy the show!

Best regards,



Warwick Davies
Group Vice President
IDG World Expo

Macworld
Conference & Expo Attendees Party

Enjoy a Mardi Gras night out Boston style!

Wednesday, July 14th
7:30 PM

The Big Easy
1 Boylston Place

Event includes:
Complimentary reception, DJ & dancing, Door Prizes, Delicious hors d'oeuvres, King Cakes, Trivia Contest

Only $20 in advance at the Boston Event Guide booth or $30 at the door - ***Don't miss out!***

your personal guide to what's going on

BOSTON event GUIDE

The Boston Event Guide magazine and website provide young professionals with current and comprehensive listings of the best Boston has to offer by way of restaurants, bars, shopping, clubs, music and more!

bostoneventguide.com

Dates & Times

Feature Presentations*

Tuesday, July 13	10:00am –11:00am
Wednesday, July 14	10:00am –11:00am
Wednesday, July 14	3:00pm – 4:00pm

Power Tools Conferences

Monday, July 12	10:00am – 6:00pm
Tuesday, July 13	11:30am – 5:30pm

Pro Conference

Wednesday, July 14	11:15am – 5:30pm
Thursday, July 15	9:00am – 3:15pm

Users Conference

Wednesday, July 14	11:15am – 5:15pm
Thursday, July 15	9:15am – 3:00pm

Hands-on MacLabs

Thursday, July 15	9:00am – 1:00pm

Birds-of-a-Feather Meetings

Wednesday, July 14	6:00pm – 7:00pm

Exhibit Hall

Tuesday, July 13	11:00am – 6:00pm
Wednesday, July 14	11:00am – 6:00pm
Thursday, July 15	11:00am – 4:00pm

Registration Hours

Monday, July 12	8:00am – 6:00pm
Tuesday, July 13	8:00am – 6:00pm
Wednesday, July 14	8:00am – 6:00pm
Thursday, July 15	8:00am – 3:00pm

**Open to all registered attendees on a first come first serve basis.*

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Attendee Show Services

ATM:
For your convenience, there is an ATM located in the Seaport Hotel.

Business Center
A satellite business center will be available on-site. Stop by the Show Office, Room 50 for more information

Coat & Baggage Check:
Located in the lobby of Exhibit Hall B on the Mezzanine level of the South Hall

First Aid:
First Aid is located in the lobby of the North Entrance

Food & Beverage Services:
The Food Court is situated directly above the exhibit hall and can be accessed from the back of the exhibits. Concession stands are also available in the east and west side lobbies on level one.

Sign Language Interpreters:
Sign language interpreters are for assistance with the conference program only. For services, they are located in the level one east lobby.

Smoking Policy:
Massachusetts State Law prohibits smoking in The Boston Convention & Exhibition Center.

Lost & Found:
Lost & Found articles are located in the Show Management Office, Room 50.

Macworld Conference & Expo Management Offices:

Sales Office	Exhibit Hall
Show Office	Room 50
Speaker Office	Room 155

Media Center:

Media Conference Room	Room 53
Media Center	Room 52

Publication Distribution :
Located in the lobby of Exhibit Hall B.

Badge Holder Pick up:
Located in the lobby of Exhibit Hall B.

Travel and Hotel Information:
Please see page 100 of this guide for a list of recommended hotels.

Show Information Hotline:
800-645-EXPO

Registration Conditions
- Registration fees are non-refundable including all cancellations, and credentials are non-transferable.
- A registered adult MUST accompany children UNDER the age of 16.
- Children under the age of 5 receive free admission.
- Due to safety regulations, baby strollers/carriages are NOT permitted on the exhibit floor.
- Discounts on registration fees are valid on NEW registrations ONLY and must be redeemed/noted at time of initial registration. No refunds or credits will be issued for a discount after the initial registration.
- Student / educator discounts are ONLY valid via fax / mail and will not be accepted via online registration.
- No purchase orders will be accepted.
- A $20 fee will be charged for all returned checks.
- Personal checks will NOT be accepted during on-site registration.
- Admission to the Feature Presentations and all Conference Sessions is on a first-come, first-serve basis.
- Recording devices are prohibited in the educational programs.
- All Power Tools Conferences and Hands-on MacLabs require that the course be selected in advance. To attend a different topic in a Power Tools Conference or Hands-on MacLab, the registration must be changed. A registration for one of the Power Tools Conferences does not include access to the other Power Tools Conferences. The same applies to the Hands-on MacLabs.
- Hands-on MacLabs may be added to any education package. Students must bring their own laptop and be prepared with the corresponding hardware, software, skills and level requirements listed.

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Media Services

Media Relations

Throughout Macworld Conference & Expo, the IDG World Expo public relations team will be on-site to offer more information about the event, provide conference passes, and guide media to the hottest products on the show floor. Please stop by Media Registration or the Media Center with any questions.

Media Registration

Media Registration will be held in the Exhibit Hall B Lobby of the Boston Convention & Exhibition Center. Media who have not pre-registered for Macworld can register on-site at the Media Registration counter. Pre-registered media should pick their media badges at Media Registration.

Registration Hours:

Monday, July 12	8:00 am – 6:00 pm
Tuesday, July 13	8:00 am – 6:00 pm
Wednesday, July 14	8:00 am – 6:00 pm
Thursday, July 15	8:00 am – 3:00 pm

What's Included With A Media Badge

Your Macworld Conference & Expo media badge allows access to the Media Center, Exhibit Floor, Feature Presentations, Pro Conference Sessions, Users Conference Sessions, Geeks and Gadgets demonstrations, Town Hall and Birds of a Feather sessions.

Members of the media interested in attending any of the Power Tools Conferences must obtain an authorized conference pass from the Media Center attendant. Authorized conference passes will be distributed on a first-come, first-served basis. Due to extremely limited availability, media badges do not allow access to the Hands-On MacLabs.

Media Center

The Macworld Media Center, located in Room 52, offers convenient support for journalists covering the show. The Media Center is equipped with Macintosh computers, as well as AirPort and ethernet connections. Standard office equipment, including telephones, fax machine and photocopier, are available to the media free of charge. The Media Center is also stocked with exhibitor press kits.

Media Center Hours:

Monday, July 12	8:00 am – 6:00 pm
Tuesday, July 13	8:00 am – 6:00 pm
Wednesday, July 14	8:00 am – 6:00 pm
Thursday, July 15	8:00 am – 4:00 pm

Press Conference Room

The Macworld Press Conference Room is located in Room 53 at the Boston Convention & Exhibition Center. A complete schedule of exhibitor press conferences is posted outside of Room 53, as well as in the Macworld Media Center.

Show Management Team

Corporate

David Korse, President
Darrell Baker, Vice President, Event Services
Donna Moschella, Vice President, Finance
Warwick Davies, Vice President, Macworld/LinuxWorld Group

Conference

Paul Kent, Conference Chairperson, Mactivity, Inc.
Natalie Vercauteren, Conference Manager

Finance

Jennifer LeMay, Accounting Manager
Danielle LaMountain, Senior Accountant

Marketing

Shelley Ballarino, Marketing Manager
Sarah Hindmarsh, Event Marketing Specialist

Event & Web Services

Nora Risti, Operations Manager
Debbie Camerato, Event Services Coordinator
Heather Meninno, Conference Services Coordinator

Sales

Suzanne Carroll, Account Manager
Ron Moreau, Account Manager

Public Relations

Beth Wickenhiser, Public Relations Specialist

Registration

Debbie Diodati, Registration Manager

Housing & Travel

Rosemary Kelly, Housing & Travel Manager

Show Guide Production

Xplain Corporation, Westlake Village, CA

Event Design and Show Guide Cover

Geiger Donnelly Marketing, LLC, Foxboro, MA

About IDG World Expo

IDG World Expo (www.idgworldexpo.com) produces technology-focused tradeshows, conferences and events for professionals seeking world-class education, peer-to-peer networking and one-stop comparison shopping. As the leading technology event management company, IDG World Expo leverages its experience and knowledge of technology-focused events and conferences, enabling technology companies to capture the attention and loyalty of influential buyers. IDG World Expo's portfolio of conferences and events includes Macworld Conference & Expo®, LinuxWorld Conference & Expo®, Bio•IT World Conference + Expo™, Health•IT World Conference + Expo™, Portable Power Conference & Expo™ Wireless Sensing Solutions™, Context™, and RoboNexus. IDG World Expo is a business unit of IDG, the world's leading technology media, research and event company.

About IDG

International Data Group (IDG) is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World,* and *PC World.* The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at http://www.idg.com.

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Inside Mac Radio
mac design
MacAddict
MacDirectory
macHOME
MacObserver
MacUpdate
Photoshop User
Printing Industries of New England
Teen Ink
VersionTracker.com
Your Mac Life

Hot Spots

Special Interest Pavilions

Booth 350 & 450

Macworld Conference & Expo's Special Interest Pavilions feature the coolest Mac developers, all boasting products that span a wide array of needs and interests. The Special Interest Pavilions will showcase Mac developers displaying products and services in the following markets:

- SciTech
- MacTech Central: Developer Tools & Technical Products
- Digital Media & QuickTime
- Enterprise Business Solutions & Networking
- Education, Edutainment & Assistive Technologies

Internet Café

Booth 324

The Internet Café is one of many resource areas Macworld Conference & Expo provides to help you make the most of your event experience. Located in the Exhibit Hall and available to all registered attendees, the Internet Café offers a comfortable setting to check your email, access the Internet, grab a snack or cup of coffee, chat with your friends and colleagues, or just relax.

User Group Booth & Lounge

Booth 338

User Groups are a valuable resource for Mac users of all experience levels. Hundreds of groups around the world offer training, information, resources and fellowship to their members, both locally and globally. The User Group Booth will feature a rotating slate of exhibiting user groups and presentations of what they offer.

Meeting Room 160

The User Group Lounge is the place to get up close and personal with the people who make the Mac community exciting and dynamic. A diverse roster of well-known columnists, authors, community leaders and Mac personalities meet with Mac enthusiasts in a relaxed and informal atmosphere. This is your chance to get to know the decision-makers on a first-name basis. While there, locate your local Macintosh User Group and find out why you should be involved.

Brand New!

Dream Studios – The Ultimate Mac Music Production Setups!

Booth 118

Berklee college *of* music

Want to see the ultimate configurations for creating a state of the art Mac music studio filled with hardware and software to bring your musical visions to life? Macworld Conference & Expo Boston has something special for music students, hobbyists, songwriters, cover bands and pro's alike. Created in conjunction with the world renown Berklee College of Music, our Dream Studios are an interactive show floor exhibit where you can experience the coolest tools for audio production.

Become a road warrior with our *Dream Mobile Studio*, get your home studio configured with our *Dream Entry Level Studio*, and experience the ultimate professional *Dream Project Studio*.

The attraction features a self-guided tour, demonstrations of music production and twice daily lectures by Berklee faculty. Make music with your Mac - we'll help fill your gear wish list with the latest and greatest products!

Brand New!

WOW Iron Chef of Web Design Challenge

Booth 102

Wednesday, July 14th
10:00 am - 4:30 pm

The WOW Iron Chef of Web Design Competition will feature teams of three competing head-to-head, against the clock and against other teams. Monitors will display to the crowd all keystrokes made by each team as they design, code and deploy a working Web site for a non-profit institution. At the end of the competition, one winning Web site will be selected by a panel of judges for use by the non-profit institution.

Each of the four teams of three will include designers and developers who will identify the main needs of the non-profit institution for whom they are creating the site; create a visual design for the site including graphics and navigation; render three to five pages of its content in HTML; add any specialty features they can adequately plan for in the time allotted; address a specific Web design challenge pre-conceived by the judges; and be able to describe to the judges their process and rationale for the design approach taken.

Who Will Reign Supreme?

10:00 am: Teams gain access to their stations
10:30 am - 2:30 pm: Planning, design, and deployment; teams will assess the design needs and deploy the site
2:45 pm - 3:45 pm: Presentation; each team will present the main concepts of their challenge, how they approached it and why
4:00 pm - 4:30 pm: Judgment; a panel of judges will analyze the results using agreed upon criteria and determine a winner
4:30 pm: Winner is announced

To learn more about participation in this event, contact Robert Luster, robert@joinwow.org.

WOW
World Organization of Webmasters
Community, Education, Certification

WOW Mini-Sessions

Tuesday, July 13th
Thursday, July 14th

Stop by the WOW Pavilion as popular Web designers, developers, digital storytellers and visionaries visit with WOW and Macworld attendees to discuss a range of topics in a semi-formal, comfortable environment with plenty of seating.

Macworld Conference & Expo Merchandise Store

Booth 534

Be sure to visit the Macworld Conference & Expo Merchandise Store. Merchandise is also available at www.macworldexpo.com.

The Merchandise Store is managed by:

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Located in the lobby of Exhibit Hall B.

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Geeks & Gadgets Presentations

Brand New!

Fascinating Uses of Macintosh Technology
Located in the Exhibit Hall

Macworld's Geeks & Gadgets Stage hosts presentations showcasing the most imaginative, interesting, and cutting edge uses of Mac technology. You'll meet engineers, artists, and other visionaries who looked at a Mac and saw completely new and interesting ways to put it to work. Fascinating, fun, and inspiring – these sessions are open to everyone as we celebrate the 20th Anniversary of the Mac.

Tuesday, July 13th

The Notorious Ballet Mècanique: 1920s Multimedia Comes Alive in the 21st Century

1:00 pm – 1:30 pm

Paul D. Lehrman, Department of Music, Tufts University

What do two Dadaist filmmakers, a "bad boy" American composer, three airplane propellers, a fire siren, 16 player pianos, and the Mac all have in common? The Ballet mécanique! One of the most infamous works of the 20th century, this 1924 multimedia event caused riots in Paris and New York. But it was never presented the way its creators intended – until the Macintosh made it all come together.

Berklee College of Music Presents: The Tekno-Rave Ensemble

2:30 pm – 3:30 pm

Under the direction of Alternate Controller GURU - Dr. Richard Boulanger (a.k.a. DJ Doctor B.)

The Berklee Tekno-Rave Ensemble features virtuoso Apple PowerBook performers & composers from the Music Synthesis Department showcasing their original Electronica, DrumNBass, Trance, Dub, and Ambient tracks. A special feature of this ensemble is their extensive use of alternate MIDI controllers such as the Mathews Radio Baton, Buchla Lightning, iCube, KaosPad, PadSonic and Roland Guitar Controllers as well as their custom real-time interactive video processing software developed in Max/MSP/Jitter.

MACQUARIUM LIVE!

4:30 pm – 5:00 pm

Andy Ihnatko, Columnist, The Chicago Sun-Times

iMacs are sexy, G5's are powerful, and PowerBooks are the samurai sword of the new economy. As habitats for fish, though, they're utterly wretched. What was Apple thinking? Fortunately, original, classic Macs can readily be retrofitted into fully-functional, 2.5-gallon aquariums.
Watch as what was once a state-of-the-art $2000 computer is gutted like a Halloween pumpkin and put to better use.

Wednesday, July 14th

The Mac-Controlled Home

11:30 am – 12:30 pm

Raj Maya, President, Amazing Controls

In this presentation, you will see a demonstration of how Mac hardware and software are used to create the ultimate "smart homes" controlling everything from lights to security systems to garden management, curtains, audio visual systems and more.

Become an Internet Radio Broadcaster with Your Mac

3:00 pm – 4:00 pm

Chuck Joiner, Editor-in-Chief, The MUG Center

Having your own radio show on the Internet isn't just for the big boys any longer. With just a little time and equipment that anyone can afford (most of it you already have), create, produce and host your own radio show for your school, civic organization, business or hobby. Join Chuck Joiner, host of "The User Group Report" to find out how you can go "on the air."

Geeks, Gadgets, and Guitars

4:30 pm – 5:00 pm

Bob LeVitus, Author, Columnist, Houston Chronicle
Bryan Chaffin, Editor-in-Chief, Mac Observer

Bob "Dr. Mac" LeVitus spent the first half of this year researching and writing GarageBand For Dummies and has played with more geeky gadgets and GarageBand add-ons and plug-ins over the past six months than most users will play with in two lifetimes. Which gadgets are worth a darn? Which ones suck? You'll find out if you attend this gathering of gadget-loving, GarageBand-using, groovin' geeks.

Thursday, July 15th

Your Mac is a Telephone (and Other Communication Secrets)

11:15 am – 12:15 pm

Michael Bayer, President, Computer Telephony Solutions

The speaker in this presentation will demonstrate how Macs and telephones integrate using standard phone lines and the Internet to enable new types of communication.

Mac Video Magic Makes TV Better

1:30 pm – 2:30 pm

Jon Alper, Jamie Biggar and Brenden Kootsey of WGBH Interactive

This presentation will demonstrate how WGBH Interactive uses Mac technology to create companion Web sites to their award winning educational programming and how this technology sets the stage for the next generation of broadcast programming. From uploading content from Everest base camp with PowerBook and satellite phone, to moving the more than 4 million ideas sent in by ZOOM Web site visitors through FileMaker Pro and back to the Web, you'll get a peek behind the scenes at the tools and technologies these teams use to deliver award winning interactive media.

More Free Education!
Located in the Exhibit Hall.

Tuesday, July 13th
11:30 am – 12:30 pm

Town Hall

The Macworld Town Hall brings you together with key Mac industry watchers to discuss important issues that shape our world. At the inaugural Boston event, we'll be analyzing the announcements that came out of Apple's World Wide Developers Conference, discussing how Macworld can continue to serve Mac customers, and taking a look at the new, the important and the interesting developments from around the industry. Join Macworld Conference Chairperson Paul Kent, Macworld Editor in Chief Jason Snell, Columnist Bob LeVitus, User Group Maven Chuck Joiner and Shawn King of Your Mac Life, as we discuss what's up in the Mac Market.

Wednesday, July 14
1:30 pm - 2:30 pm

Cool Resources Created By Macintosh User Groups

Chuck Joiner, Editor-in-Chief, The MUG Center

Macintosh User Groups are known for regular meetings on topics of interest, but they do much, much more. Discussion groups, resource web sites, special events, theme meetings, and much more are available from hundreds of volunteer organizations throughout the world. Join us to find out about these resources and how you can benefit from involvement with the user group community.

Birds-of-a-Feather Meetings

Wednesday, July 14th
6:00 pm – 7:00 pm
Open to all registered attendees.

B1: Digital Photography Mac Style

Moderator: Derrick Story, author of "Digital Photography Hacks" and "Digital Photography Pocket Guide"
Room 156A

The beautiful gamma rendering alone should motivate photographers to use a Mac, not to mention the tools, ease of use, and compatibility with just about every consumer imaging device on the market. Bring your digital camera, your tips, and your questions, and let's explore the visual spokes on the digital hub. O'Reilly author Derrick Story will be on hand to make sure you come away with more than a few secrets.

B2: DVD

Moderator: Bruce Nazarian, President, Gnome Digital Media
Room 156B

Come join "The DVD Guy," Bruce Nazarian, after Macworld on Wednesday and spend some time exchanging DVD war stories, picking each others' brains, and gleaning new DVD information from knowledgeable sources.

B3: Color Management

Moderator: Steve Upton, President, Chromix
Room 156C

This BOF is for current users of Color Management as well as those looking to improve their color accuracy. We will answer questions & lead discussions about current color management trends and new technologies and products. One topic will be Apple's upcoming ColorSync certification program for consultants and color professionals. The group will be led by Steve Upton, president of CHROMiX and author of the award-winning ColorThink color graphing & analysis software.

B4: AppleScript Success Stories and Q&A

Moderator: Benjamin S. Waldie, President and Founder, Automated Workflows, LLC.
Room 157A

This forum will consist of discussions regarding successful AppleScript-based solutions and workflows, as well as a general AppleScript Q & A period. Developers and individuals currently benefiting from the implementation of AppleScript are encouraged to share their success stories. All who attend are welcome to ask questions about AppleScript.

B5: The Business of Macintosh Consulting

Moderators: Benjamin G. Levy, Solutions Consulting and Phil Goodman, Goodman Consulting
Room 157B

Join two of Los Angeles' top Macintosh consultants to discuss the ins and outs of Mac consulting as a business. All aspects are open to discussion including getting started, working with clients, finding new business, providing excellent service, surviving in a PC-centric world, even health insurance for the self-employed. Bring your best ideas and toughest questions and we'll share the kind of information that keeps clients happy.

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Welcome Macintosh Users and Enthusiasts,

We're thrilled to be bringing Macworld Conference & Expo back to its original East Coast home - the City of Boston. Mac users in Beantown are among the most knowledgeable, supportive and enthusiastic in the world. The amazing product introductions and hallmark presentations from Macworld's first run in Boston are legendary throughout the Mac community. We're excited to be able to celebrate the 20th Anniversary of the Macintosh with an all new event in an all new building!

This week begins, fittingly, with a **Feature Presentation** from our industry's most savvy commentator, David Pogue, hosting members of the team that dared to dream of the technology that has had such an impact on our world – the original Macintosh design team. This is a rare opportunity to take a look back into the climate that produced such world-altering technology, and to get up close and personal with the minds that contributed to the project. You won't want to miss this incredible presentation – a Macworld Conference & Expo/Boston exclusive!

Our **Pro Conference** presents Advanced OS X topics of interest for power users and people who use a Mac in a professional capacity: in-depth lectures on OS X administration, troubleshooting, cross-platform computing, security, and how to deploy the "platform differentiators" that are unique to the Mac OS. **This is one of the most challenging and in-depth looks at the Mac OS ever presented,** with courses led by instructors who are leaders in their field. If you use a Macintosh as a professional tool, the troubleshooting tips and feature explorations presented here will save you time and make you more productive.

The **Users Conference** offers a plethora of informative sessions on the key applications that comprise the Mac user's world. You'll enjoy picking up tips on using the iLife Suite (highlighting music creation and GarageBand), Photoshop, Adobe's Creative Suite, Quark 6, Final Cut and much, much more.

In addition we offer a selection of the world's best Macintosh thinkers instructing two-day **Power Tool Conferences** and technical **Hands-On MacLabs**. These in-depth training courses take you further into the products and technology that you depend on.

On behalf of myself and the entire IDG World Expo team, we look forward to hosting you, amongst the great Macintosh communities, as we look at the state of the Mac at 20, its place in the world of computing today, and what our world will look like in the years to come. Macworld Conference & Expo/Boston is an event "of the people, by the people, for the people." In a marketplace that has been defined from the beginning by its community, we present to you an event that reflects the best of what this community has to offer.

Sincerely,

Paul Kent

Paul Kent
Conference Chairperson
Macworld Conference & Expo

Feature Presentations

All Feature Presentations will take place in Room 258 and are open to all registered attendees on a first come, first serve basis.

Tuesday, July 13 • 10:00 am – 11:00 am

The Macintosh at 20 – A Celebration of 20 Years of Innovation

Hosted by David Pogue and featuring Jef Raskin, Andy Hertzfeld, Bill Atkinson and Jerry Mannock, members of the original Macintosh design team

Macworld Conference & Expo invites you to celebrate the 20th Anniversary of the Mac – the computer that changed the world! New York Times technology columnist David Pogue hosts a panel of members from the original team that designed the hardware and software for the first Macintosh. You'll hear anecdotes and perspectives of how the Macintosh came to be, thoughts on how the technology evolved, and what these luminaries predict the future holds for the Mac and other fields of technology. Get up close and personal with people who changed the world!

Wednesday, July 14 • 10:00 am – 11:00 am

America 24/7 – How Mac Technology Enabled 25,000 Americans to Capture the Essence of America

Rick Smolan, CEO, Against All Odds Productions

Last fall, photographer Rick Smolan produced The New York Times best seller, America 24/7 – an extraordinary digital photography project that harnessed the talents of more than 25,000 inspired amateurs, talented photography students, top photojournalists, and great newspaper shooters (including 36 Pulitzer Prize winners) across all 50 states. This coming September, on the heels of this remarkable achievement, Smolan and his publisher, DK books, will be releasing 50 separate 24/7 hard-cover books focusing on each state – the largest simultaneous book series release in US history. In this Feature Presentation, Smolan will present stunning visuals and behind-the-scenes anecdotes that chronicle how the Mac was used to turn over one million photographs into an unprecedented visual time capsule of American life.

Wednesday, July 14 • 3:00 pm – 4:00 pm

MacBrainiac Challenge

Hosted by Christopher Breen, Contributing Editor, Macworld Magazine

Genius Barred

Captain: *Peter Cohen, Senior Editor, MacCentral*
Jim Dalrymple, Editor in Chief, MacCentral
Jason Snell, Editor in Chief, Macworld Magazine
Bryan Chaffin, Editor in Chief, The Mac Observer

The Copland Development Team

Captain: *Andy Ihnatko, America's 42nd Most Beloved Columnist*
Rich Siegel, President, Bare Bones Software
Adam Engst, Publisher, TidBITS
Dan Frakes, Contributing Editor, Macworld Magazine; Editor, MacFixIt

Join us at Macworld Conference & Expo's MacBrainiac Challenge for an entertaining presentation of OS X, Mac and other geek trivia! Come watch Chris Breen, Mac 911 Columnist and Contributing Editor of *Macworld* magazine, host this live quiz show as two teams comprised of highly notable Mac personalities match wits to vie for the dazzling MacBrainiac Award. Find out which team will be deemed the brainiest and bestowed with the shiny new MacBrainiac Award!

Power Tools Conferences

Monday, July 12th • 10:00 am – 6:00 pm
Tuesday, July 13th • 11:30 am – 5:30 pm

Participate in one of these conference and you will benefit from two days of intensive training on you favorite application or tool, interacting one-on-one with your peers, and tapping the minds of industry experts. Each session builds on the next; so pick on topic and immerse yourself for two days.

PA

FileMaker

Room 151A

John Mark Osborne, Owner/President, Database Pros

FileMaker Pro 7 is a revolutionary redesign of the FileMaker Pro product line. With hundreds of new features, an overhauled server product and advanced Web publishing technologies, FileMaker Pro 7 is a completely new product. Come see the best known FileMaker experts in the world speak about FileMaker Pro 7 new features, design process, relational design, Web publishing, scripting and calculations.

Monday, July 12
10:00 am – 6:00 pm

FileMaker Pro 7 Product Line

Andy Lecates

A presentation of the functional objectives the of FileMaker Pro 7 product line, this session will set the context for deeper understanding of specific technologies covered in later sessions. In addition to feature upgrades, the FileMaker Pro 7 products offer new opportunities for deployment and new classes of workgroup solutions. The FileMaker Inc. vision and business objectives for its products in the marketplace will be covered in this session, as will a comprehensive overview of important advances in all the FileMaker Pro 7 products.

Tour the New Power of FileMaker Pro 7

Andy Lecates

An exhibition of exciting new capabilities, this session will introduce a variety of feature topics: new relationships, portal settings, container management, calculation options, field behaviors, scripting with parameters, and more. In addition to FileMaker Pro, FileMaker Developer will be demonstrated, as will solution deployment via Instant Web Publishing. Through a broad coverage of feature topics, this session will drill down and explore techniques from a "how-to" perspective.

Philosophy of Scripting and Calculations 1

John Mark Osborne

FileMaker Pro 7 includes nearly 200 new and improved script steps and calculation formulas. We'll cover the most important steps and formulas and combine them with other features to create solutions never possible before. The Philosophy of FileMaker methodology will be closely followed in order to help you think in terms of FileMaker Pro 7, rather than simply regurgitate techniques, to solve your own problems.

The FileMaker Pro 7 Relational Model

Andy Lecates

The most fundamental changes to FileMaker 7 solution design include the ability to define multiple tables in a file, and the ability to model relationships among those tables graphically. This session will start with the simplest and most obvious benefits of these changes, and progress to more subtle and powerful implications. Though relative joins, multi-predicate matches, and other more advanced concepts will be introduced, the conclusion of the session is that FileMaker 7 simplifies database design. Not only is FileMaker 7 easier to work with, but solutions taking advantage of its new relational model will themselves be simpler and more efficient.

Tuesday, July 13
11:30 am – 5:30 pm

FileMaker Pro 7 and Web Technologies

Cris Ippolite

One of the most compelling features of FileMaker Pro is its ability to quickly and inexpensively publish data on the Web. Now, with the new FileMaker 7 architecture and engine, FileMaker data published to the Web is more versatile and powerful than ever. This session will introduce attendees to the new Web architecture of FileMaker Pro 7 and how it affects Web deployment performance and security. All new components and suggestions for configuring these components will be reviewed. Attendees will also be introduced to Web security and accounts and privileges as they pertain to Web publishing. The session will also introduce attendees to creating a new XSLT interface for their FileMaker solutions by demonstrating both the Site Assistant and the Conversion Tool with examples of converting a solution from CDML to XSLT. Attendees will also see a live demo of the same solution using the new Instant Web Publishing with a comparative analysis of custom and instant Web publishing options.

Philosophy of Scripting and Calculations 2

John Mark Osborne

With nearly 200 new and improved script steps and calculation functions in FileMaker Pro 7, it's difficult to cover everything in a single session. The second session of scripting and calculations will take off where the first session ended demonstrating more complex combinations of scripting, calculations and other features to create incredible new solutions.

An Effective FileMaker Solution Development Process

Cris Ippolite

If you are a full time FileMaker developer or even if you are an in-house FileMaker developer, the development process demonstrated in this presentation will help you create a successful FileMaker solution every time. From interviewing users, creating requirements documents, ER diagramming, to data modeling every FileMaker developer needs these skills. Proper planning is critical to be able to complete projects on time and within budgets. This session demonstrates a proven process for doing so. In this session, the six D's of database development will be covered in order to provide a process framework for developing FileMaker solutions: Discover, Define, Design, Develop, Deploy and Denouement. Attendees will learn a proven formula for setting and exceeding stakeholder expectations using FileMaker Pro to design simple or complex database solution.

Power Tools Conferences

Monday, July 12th • 10:00 am – 6:00 pm
Tuesday, July 13th • 11:30 am – 5:30 pm

PB

DVD Studio Pro

Room 151B

Bruce Nazarian, President, Gnome Digital Media

DVD Studio Pro 3 is the newest revision of Apple's professional DVD authoring application for Macintosh. Studio Pro 3 builds on the simplicity and ease-of-use of Studio Pro 2 that has won converts from other platforms, and adds many new and innovative authoring features that make creative DVDs even easier to make. Come and explore DVD Studio Pro 3 with one of the most respected DVD experts around.

Monday, July 12
10:00 am – 6:00 pm

DVD Studio Pro 3 – The Basics and Q&A

DVD Studio Pro 3 builds on the same interface as DVDSP 2, but adds some interesting new features. This session will explore the application's new features, and DVD workflow in general.

Preparing Video and Audio Assets

Properly preparing DVD assets – video, audio, graphics – is an important first step. We'll discuss how to prepare Video in FCP for export to DVDSP using QuickTime, and we'll also cover Compressor and the Background MPEG Encoder inside of SP 3. Finally, we'll explore AC3 sound file preparation using A.Pack.

Beyond the Basics – Authoring a DVD

Authoring is the process where the DVD structure and navigation are created, breathing interactive life into an otherwise flat set of assets – video, audio, and graphics. We'll cover the DVD Studio Pro 3 Menu Editor and the new Graphical View, how to create powerful menus from Templates, then expand into making Tracks and Slideshows, Connections, Outline and Stories.. We'll touch on the basics of Scripting, but that's a lot for this session!

Build, Burn and Deliver – DVD-R, DLT and more

Once Authoring the DVD is finished, it's time to build it, burn it, and deliver it to the end user. This can be via DVD-Recordable, or by replicated discs, the traditional manufactured DVD. We'll cover the many formats of recordable, like DVD-R, and DVD+R and other recent DVD developments! We'll also explore DVD Hybrid discs, combining Video and ROM content, and Web-enabled discs created with DVD@ccess.

Tuesday, July 13
11:30 am – 5:30 pm

Using the Menu Editor in DVDSP 3 and Photoshop Tips for Killer DVD Images

Still images are an integral part of many DVDs, yet there are many potential pitfalls that can derail your creative efforts. This session will explore essential concepts for proper DVD still image creation – RGB vs. NTSC color, image dimensions, and how to adjust the finished image so it will look perfect in your DVD menu or slideshow!

Advanced Topics – Hybrid DVDs, DVD@ccess

This session covers making DVD Hybrid discs, combining DVD-Video and ROM-readable data on the same DVD disc. We'll also explore using DVD@cess to Web-enable a DVD project for both Mac and PC.

Scripting for DVD Studio Pro 2 – Totally brand new

Scripting has been completely rewritten for DVD Studio Pro 2, and this session will give you a thorough grounding in how to use the new SP2 Script commands. These commands are very different than SP1.

DVD Studio Pro Experts Panel Q&A

There will be questions, and we welcome them, one and all. The DVD Studio Pro Conference will wrap up with a special opportunity to put DVD questions to a distinguished panel of the most experienced DVD sources in the industry. So, bring your questions and try to stump the experts!

The Complete Resource for InDesign Professionals

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Power Tools Conferences

Monday, July 12th • 10:00 am – 6:00 pm
Tuesday, July 13th • 11:30 am – 5:30 pm

PC

Mac OS X – Advanced Concepts and Administration

Room 153B

Schoun P. Regan, CEO, The Mac Trainers

Kevin White, Mac OS X Training Specialist, The Mac Trainers

Mac OS X presents a unique opportunity for System Administrators. Should you deploy Mac OS X with an Administrator account or just User accounts? How do you set up a "neutered" Administrator? How does Mac OS X really work? What are the best tips and tricks for System Administrators? Attending this two-day conference will provide you with the answers you seek. Understanding the core concepts behind Mac OS X will enable System Administrators and managers to achieve greater flexibility when deploying Macs within their environment. Our goal is to provide you with the information to make wise decisions about your Mac OS X deployment, management, and support. Skill level aside, everyone will walk away from this conference a better user, support staff personnel, and administrator.

Monday, July 12
10:00 am – 6:00 pm

Transitioning to Mac OS X

So you wanna move to X in a production environment? How about education? Learn what you need to keep and what you will leave behind when moving to Mac OS X. How much will things change for the end user? What training will be required of the users? What about the support staff? What about the administrators? What about installation and deployment? Applications, printers, servers, oh my! We have much to talk about in this first session as we deal with these questions and answer several more.

Account Management

Mac OS X can handle several different types of users. Which one are you? Panther allows you graduated access based on the level of user you happen to be. Users can be trouble so learn how to lock them down, keep them happy, and make them more productive all at once (it CAN be done). With Domains, the basic structure of Mac OS X lends itself to extensibility. Once understood, the domains can work in your (the administrators favor. Learn tricks that will make your Mac see your network structure as part of its own, allowing remote drives to appear as local. Become the master of your domain.

System Layout

Sure, everyone knows the words Carbon and Cocoa, but what do they really mean for support? How will my file structure differ if I'm on UFS vs. HFS+? Where are my extensions? What the heck is a Framework? There are many specifics that need to be understood if we are to better facilitate a Mac OS X rollout within our work or educational environment. Come and understand what's under the hood of Panther.

Network Support

It's time to make sense of the acronym game. Mac OS X rewrote the rules when it comes to handling multiple network interfaces and active switching between them. There are secrets here to be revealed, files to explore, processes to understand and concepts to visualize. Not like Mac OS 9, not like UNIX, but something better, something different. Understanding how networking functions in Mac OS X is critical to an administrator's job. Also, learn the ins and outs of managing multiple network services running on your Mac OS X machines. File Sharing, remote access, FTP, WebDAV, Web, streaming; all these services need proper love and care to survive. We'll discuss port forwarding and firewalls and how they integrate into a managed environment. Be successful at handling these resources so they don't overwhelm you.

Open Directory

Having a directory service at the core of the Mac OS is a new concept to grasp for traditional Macintosh administrators. While NetInfo ruled the roost on Mac OS X and Mac OS X Server, Panther is a bit different. We'll discuss in detail the new Open Directory structure and how it integrates with LDAP and other directory services. It is important to note that many businesses and schools continue to use NetInfo and we'll be discussing the NetInfo hierarchy as well.

Tuesday, July 13
11:30 am – 5:30 pm

System Configuration

Gone are the Control Panels of old. Mac OS X brings us a new configuration interface within the System Preferences application. A detailed understanding of the System Preference Panes is essential for a successful administrator. Also, no proper configuration is complete without a consideration of security measures. We'll discuss general security techniques and new security features available in Panther, including important details about FileVault and Secure Empty Trash.

Fonts, Printing, and CUPS

Fonts are traditionally a troublesome spot for Macintosh administrators. We'll have an in-depth discussion relating to the handling of Fonts within Mac OS X. Font types, corruption, and font management are key, as is understanding Apple's new printing architecture, CUPS. If you print from Mac OS X, you should be attending this session. Administrators of publishing houses and production lines should attend as well. You can't live on Mac OS 9 forever…

UNIX on Mac OS X – What You MUST Know

Navigation in Mac OS 9 and below was done through the G.U.I. – you had no other choice. With Mac OS X, administrators can access and repair machines from afar with no additional software required. Learn the essentials of UNIX navigation, remote login tricks and tips, basic shell scripting, and more. Come see what you can – and cannot – do with the terminal. We will discuss where to go, what to tweak, and things to stay away from.

Troubleshooting and Support Essentials

Disaster strikes, but why do disaster recovery when some entry level troubleshooting can prevent the disaster in the first place? Learn from the experts what tools you need, what steps to take, and what processes to implement to keep your Mac OS X machines healthy, happy, and problem free. We'll discuss various methods, from the command line to shareware and freeware to packaged products, to assist us along the way.

Power Tools Conferences

Monday, July 12th • 10:00 am – 6:00 pm
Tuesday, July 13th • 11:30 am – 5:30 pm

PD

Professional Photoshop

Room 152

Michael Ninness, Senior UI Designer, Adobe Systems Incorporated

Photoshop has changed the lives of thousands of graphics and creative professionals. With the new version, Photoshop CS, just recently released, there is plenty of new material to cover. Photoshop master Michael Ninness will bring you up to speed on the new features, plus, you'll learn his favorite techniques for retouching, compositing, effects, and anything else you need to get your images looking the way you want them to. Joining Michael in Boston will be Kevin O'Connor, an expert on color management and workflow.

Monday, July 12
10:00 am – 6:00 pm

Photoshop Power Shortcuts

Michael Ninness

Sure, there are some great new features in Photoshop CS that will get a lot of attention and coverage throughout the conference. This session will focus an all of those little updates that might otherwise be overlooked. The ones the engineering team has adjusted, tweaked, honed and shuffled just to make Photoshop the incredible program that it is while simultaneously making our digital imaging lives so much easier. They may not be flashy, but they are sure to make you smile as you realize how much time and effort they'll save you. Discussed will be: Mmm… Scrubby Sliders!; Changes to window management and the Full Screen Mode; Navigation tips; Keyboard shortcut changes and more!

Digital Imaging Essentials

Michael Ninness

When working with digital images, you often have to deal with the same four problems – the images are the wrong resolution, too dark, too soft or have a color cast. The session will show you how to make the most of your pixels, whether you started with a traditional scan or captured an image with a digital camera. Whether you are going to print or the Web, you will learn how to put your best image forward. Covered will be: Determine the optimum resolution for your images based on your output needs; Resizing vs. Resampling and Crop tool tips; Perform tonal corrections without sacrificing details; Instant color cast removal; and Sharpening 101

The Digital Darkroom: Advanced Image Correction

Michael Ninness

Photoshop CS is loaded with new tools for tonal and color correction or adjustment so you can always produce the highest quality images. This session will show you how to work more efficiently with always-on histograms and new features to trim steps from many editing tasks including matching color across images and quickly correcting over or under exposed images. You will hear: Correct exposure problems with the new Shadow & Highlight command; How to read and use the info that the new Live Histogram palette displays; Change color temperature with digital Photo Filters; Digital fill-flash techniques; and Match color and lighting schemes across multiple images

Blend Mode Magic

Michael Ninness

"Was it Multiply? No. Was it Difference? No. Was it Color Dodge…?" Admit it – the layer blending modes in Photoshop are a big mystery, right? Unless you're a geek, no one really knows what the heck these things actually do. If you are one of those designers that cycle through the different blend modes in the pop-up menu until the image looks the way you want it, then this session is for you. You'll learn which blending modes you must memorize, and more importantly, how to incorporate them into your daily workflow in ways you've probably never thought of. We will cover: Instant image correction; Build up image density; Painting with light; Digital fill flash; and The Advanced Blending options.

Get it Sharp!

Michael Ninness

Different capture mechanisms – film formats and digital cameras – have their own signature combinations of detail and noise. The challenge is to sharpen the detail without also exaggerating the noise, so successful sharpening needs to take into account the relationship between image detail and the noise signature of the image source, whether it's film grain or a digital camera filter mosaic. Incorrect sharpening makes the grain or noise more rather than less obvious, and sometimes even obscures the detail instead of enhancing it. Learn the tools and the techniques the pros use to get optimally sharp results every time. This session will discuss: The ideal sharpening workflow – from capture to output; Selective sharpening techniques; Selective focus with the new Lens Blur filter; and Third-party solutions that go beyond Photoshop's capabilities.

Tuesday, July 13
11:30 am – 5:30 pm

Real World Masking & Compositing

Michael Ninness

Creating precise selections and accurate masks for images with translucent objects, complex subjects and fine hair can drive you to tear out your own. This session will help prevent premature baldness while teaching you the same selection and masking secrets and techniques that the pros use. With the many selection tools available in Photoshop, it can be hard to determine which one to use for a particular task. You will see advanced selection techniques to speed up silhouetting, selection and masking tasks while learning which tools are best for the job at hand. Hear: How to get usable results from the Magnetic Lasso and Extract filter; Strategies for isolating hair; Using alpha channels effectively; and Avoiding halos and edge artifacts.

Professional Portrait Retouching

Michael Ninness

The whole point of retouching an image is to make it look convincing enough that it doesn't look retouched at all. As anyone who has used the rubber stamp tool in Photoshop can tell you, it's pretty easy to mistakenly make your image look like it was retouched with a hammer. During this session, one of the world's best fashion photographers and retouchers will show you how to seamlessly remove blemishes, wrinkles and other imperfections from your portraits. Even your mother won't be able to tell! This session will cover: Improving skin texture; Accentuating the eyes; Fine-tuning hair; Digital make-up & plastic surgery; and The digital diet.

Camera RAW in Photoshop CS

Kevin O'Conner

The second generation of the ground-breaking Camera RAW plug-in is now incorporated within Photoshop CS, allowing direct manipulation of the raw data captured by most professional-grade digital cameras. If you are not "shooting RAW" yet, or your camera doesn't capture RAW files, this session could convince you that now is the time to switch to a camera that does. Discussed will be: Digital camera workflow – from capture to processing the RAW file in Photoshop; Create a custom profile for your camera to color calibrate your images; Master the dizzying amount of adjustment sliders; Mixing exposures for preserving shadow and highlight details; and File Browser integration tips & tricks.

Color Management – In Plain English Please!

Kevin O'Conner

ICC Profiles, working spaces, calibration – argh! All you want is for the image you print to look the same as the one you see on your screen. Is that so hard?! No, it doesn't have to be. This session will walk you through WHAT you need TO DO to get your images to output the way you expect them to. We will discuss: Essential steps for ideal color management; Soft proofing colors; What to do when the "profile missing" dialog appears; Choosing your working space in Photoshop; and What to choose in the Print dialog.

Power Tools Conferences

Monday, July 12th • 10:00 am – 6:00 pm
Tuesday, July 13th • 11:30 am – 5:30 pm

PE

Final Cut Pro 4 Masters Workshop

Room 153A

Steve Martin, Apple Certified Trainer, Ripple Training

Final Cut Pro 4 is a serious tool - seriously powerful, and seriously professional. This Apple Certified masters level conference was designed for intermediate to advanced Final Cut Pro users who consider themselves proficient in the program, yet want to deepen their understanding and mastery of this tool. This conference dives headlong into such topics as advanced trimming & editing; real-world color correction techniques, advanced media management, creating a DVD motion menu using LiveType; creating professional music scores with SoundTrack, audio finishing and mixing and finally outputting to MPEG2 using Compressor.

Monday, July 12
10:00 am – 6:00 pm

Advanced Editing Techniques

Mastering the art of video editing in Final Cut Pro involves more than learning what buttons to press and how each tool works. A great deal of the craft of editing requires understanding editing technique and knowing when to use the varied powerful tools Final Cut Pro provides. This session will focus on applying your understanding of editing tools such as Ripple, Roll, Replace and others to real world situations. Further, we will explore some of the more advanced trimming techniques such as basic multi-track trimming, asymmetrical trimming, dynamic trimming, and trimming an edit under a transition. Finally, we will tackle common editing challenges such as screen direction errors, sync errors, overlapping dialogue tracks, and building interview sequences.

Time Remapping in Final Cut Pro

Speed effects are one of the most common and most versatile effect types available in Final Cut Pro. Basic speed effects such as slow motion can be employed for dramatic effect and speeding clips up can simulate time lapse effects but the real fun happens when you employ variable speed effects (often called ***ramping***). These are effects where a shot changes speed while it is playing. This can be used to slow down a portion of a shot, to speed up a section of a shot and then return to normal speed, to slow a shot down to a freeze frame, it can even be utilized to send a shot into reverse while it is playing. The possibilities are only limited by your imagination.

Advanced LiveType: Creating an On-Air Promo

Welcome to the world of animated type and motion graphics. Just watch the opening of almost any television show, sit through a movie trailer or view a commercial and your eyes will marvel at the seemingly endless ways type can be made to fly, spin, float, and even dance across the screen. Animated type and other visual "eye candy" is the domain of motion graphics; a discipline that has come into its own in the past few years due to the proliferation of low cost compositing and animation software and blazingly fast desktop computers. Whether your goal is to help sell a new television show, create a DVD menu, or spice up some rather dull looking video, LiveType will give you endless options for achieving your goals and keeping your clients happy. And maybe you might just get your weekends back.

Primary and Secondary Color Correction

Color correction is the process of enhancing the video image. It's also called "finishing," because it's the last step in finalizing the image before it goes on the air. The color correction artist, or colorist, is charged with shaping and molding the raw, photographed images into something fantastic! In some cases, color correction uses big, broad strokes to dramatically change the look of a film. In others, it's used for more subtle and less noticeable tasks, such as evening out variations in exposure and lighting from shot to shot, and fixing the occasional mistake. Color correction can mean different things on different projects, and always depends on the skill of the colorist. In good color correction, the colorist's work may not even be noticeable in the final product.

Scene to Scene Color Correction

When a scene is supposed to portray a continuous event, then the shots that make up that scene should work toward one goal: making you believe that everything is happening at one point in time. Creating continuity between more than one shot means that the action should match as you cut from one shot to another in a way that the audience believes is one action. Creating a continuity or harmony between images may shift the attention of the audience back where you want it to be: on the story. This continuity can be created by a process of scene to scene color correction to match shots to one another.

Advanced SoundTrack Creation

Which comes first the pictures or the music? Editors face this dilemma whenever they are cutting a project that is driven by the music. Composers prefer to have the finished edit in order to create a musical score. Editors prefer to have the music before they edit the picture, so they can build the project around the timing in the music. With the Soundtrack program, there is no need for compromise whether you are the editor, composer, or both. Final Cut Pro and Soundtrack work together to make it easy to send a project back and forth between programs at different stages of the scoring and editing process. In this session you will wear both the editor and composer's hats as you go through the entire process of scoring a 60 second promo from scratch.

Tuesday, July 13
11:30 am – 5:30 pm

Building DVD Motion Menus in FCP and LiveType

In day one LiveType was used to create an on-air promo to sell a television show. In this session you will use LiveType & FCP to create a motion menu to entice viewers to explore your DVD. Next to the content itself, the menu leaves the most lasting impression on the viewer because it is in fact, the first thing they see when they pop in your disk in their DVD players (other than the FBI warning of course). Whether you're creating a Hollywood title or selling a product, your DVD will greatly benefit from a well-designed and executed motion menu.

Color Keying in Final Cut Pro

The Color Key is one of the most powerful and most commonly used tools in your compositing arsenal. It allows you to isolate (or *matte*) a subject from its background in order to combine it with a different shot (often referred to as a *plate*). The way the Key effect works is to identify all of the pixels of a certain color and render them transparent, so only the remaining pixels are visible. This is how Superman can appear to fly, or how a dinosaur can appear in the same shot as real actors.

Nesting and Compositing

When working with complex sequences that involve multiple layers and many clips, you may want to treat multiple clips as a single object. For example, you may wish to apply a single filter to multiple items, or to scale or rotate several clips all at once. In order to do such complex tasks, you can take advantage of Final Cut Pro's nesting feature. Any sequence can be edited into another as if it were a clip. Whenever one sequence is embedded in another, it's called a nested sequence. This session explores the power and flexibility of using nests in your compositing and editing workflow.

PE

Final Cut Pro 4 Masters Workshop (Cont.)

Media Management Strategies in Final Cut Pro

One of the most satisfying parts of working in a non-linear editing system like Final Cut Pro is that you almost never have to think about the physical realities of film and tape. Inside of Final Cut Pro, you can rename the clips, reuse them, cut them up, even combine and distort them using special effects. Because Final Cut Pro is entirely non-destructive, nothing ever happens to the weighty media files in your Capture Scratch folder. They remain intact and safely backed up on your original source tapes. But sooner or later, you're going to have to face those files, either to make room for a new show, or to move your project from one system to another, or perhaps to take advantage of the offline/online model of editing.

Advanced Audio Finishing

Happily, there's no reason to turn a viewer away from your video, because doing your audio right is a simple process. In this lesson you will learn how to use a reference tone to correctly configure the level of your sequence's audio. Along the way you'll learn how to set the level of audio clips, use Final Cut Pro 4's new Audio Mixer, automate audio tracks in real-time, and make sub-frame adjustments to correctly synchronize an audio clip to a marker in the Timeline. Are you ready to face the music?

Encoding Video for DVD using Compressor

Now that you have a completed movie you may want output it to a medium that could be used for distribution. DVD-Video is the most popular format for distributing high quality video. However, to get high quality Video onto your DVD you will need to use sophisticated compression tools that will give you options like VBR encoding, GOP structure selection and numerous pre-filtering options. Compressor makes this often scientific method easy and intuitive. There are numerous presets built into Compressor that will result in MPEG-2 video that is of exceptional quality, even at very low bitrates. In this session you'll take Compressor for a spin and encode a completed movie.

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Power Tools Conferences

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PF

The Macintosh Home Recording Studio for Musicians

Room 153C

David Mash, Berklee College of Music

This conference takes musicians into the world of Mac-based audio recording. Over two information packed days, you'll build the skills and vocabulary you need to build your own studio and learn how to record, mix, master and market your material. You'll spend time face to face with experts from the music and audio industry, and have opportunities to get your questions answered by reps from key Digital Audio Workstation manufacturers. The conference is designed for musicians who want to record their music and develop their audio engineering skills.

Berklee college of music

Monday, July 12 10:00 am – 6:00 pm

Overview of the Mac Home Studio – Tools, Skills, and Challenges

David Mash, Berklee College of Music

This kick-off session is an overview for those who wish to compose, record, and produce music in a home studio. In this interactive presentation/demonstration, we will cover the essential elements of a Mac-based home studio. Hardware and software options will be examined as well as configuration options. Trends in software versus hardware approaches will be discussed and designs for setting up studios at various cost levels will be examined.

Core Concepts – Understanding Digital Audio and MIDI

Andy Edelstein, Berklee College of Music

Understanding the difference between Digital Audio and MIDI and how to use them both is an essential building block for working with Mac-based recording studios. Even if you are an "analog" musician looking to record your music, an understanding of MIDI will provide you flexibility and access to a huge toolkit of instrument and device management tools, essential to the craft of audio recording. This session provides what you need to know about Digital Audio, Hard Disk Recording and MIDI to get you started on the right foot with your home studio.

Getting the Sound In

Andy Edelstein, Berklee College of Music

This session will explore the various ways to get analog, electric, and digital instrument signals into your Mac. Should you use USB, FireWire, PCMCIA, or PCI/PCIX devices? We'll examine stereo and multiport audio interfaces, issues of driver setups, and how to get the best performance out of your Mac-based audio recording system.

Manipulating Your Music – Part 1: MIDI Sequencing

Kurt Biederwolf, Berklee College of Music

This session will help you get the most out of your MIDI tracks. No matter which software you use, you'll learn how to record and edit tracks to the best musical effect. Musical approaches to step-time and real-time recording will be explored, as well as tips for quickly capturing your creativity then turning those ideas into complete productions.

Day's Wrap Up and Q&A

David Mash

Tuesday, July 13
11:30 am – 5:30 pm

Manipulating Your Music – Part 2: Manipulating Digital Audio

Kurt Biederwolf, Berklee College of Music

Once you have recorded your tracks, there are so many options for manipulating them into full musical productions. Various digital signal processing software will be explored to solve the most common problems that occur in the home studio. Also covered will be digital audio editing tricks for fixing mistakes, tuning notes, and polishing your tracks.

Electronic Instruments for Analog Musicians

David Mash, Berklee College of Music

Several excellent tools exist for the Mac that helps you fill out your "virtual" band and allow you to record complete ensemble pieces yourself. Tremendous flexibility and power can be at your fingertips to experiment with new sounds, rhythms and instruments to take your music to new places. Learn how you can use your existing musical background to record the other instruments needed to complete your composition.

Finishing Touches: Mastering Your Project

Jeff Baust, Berklee College of Music

After you've recorded and mixed your compositions, the mastering process puts the final touches on your project, provides a consistency from track to track and gets you ready to send your project to duplication. This session discusses the art of audio mastering and gives tips for giving your projects a polished, professional finish with EQ, Compression and digital effects.

Demos and Q&A of Digital Audio Workstations

Moderated by Stephen Croes, Music Technology Dean, Berklee College of Music

With: David Dvorin, Apple
Dave Roberts, MOTU
Andrew Harris, Digidesign

A panel of representatives from the major Digital Audio Workstation manufacturers will demonstrate and answer questions on their products. See how major products in the DAW category are similar or unique, how they interact or share information (in case you are collaborating with other musicians using different environments) and obtain key tips for configuring your home studio.

Power Tools Conferences

Monday, July 12th • 10:00 am – 6:00 pm
Tuesday, July 13th • 11:30 am – 5:30 pm

PG

Putting iLife to Work: Creating Practical Projects with Apple's Creative Suite of Tools

Room 156A

Christopher Breen, Macworld Contributing Editor.

Apple's iLife '04 suite is more than a convenient way to market iMovie, iPhoto, iTunes, iDVD, and GarageBand. It's an integrated collection of creative tools designed to work together with the Macintosh as its nexus. To put the "sweet" into that suite, *Macworld* magazine's Mac 911 columnist, Chris Breen, will take you on a two-day excursion through iLife – demonstrating creative ways to design and execute a variety of practical projects for home, school, and the office. During the course of this 2-day class, you will use all the elements of iLife to create a seasonal slideshow, a training video similar to those produced by Breen for *Macworld* magazine, and a DVD-based home-video compilation.

Monday, July 12
10:00 am – 6:00 pm

Opening Remarks

Chris will discuss Apple's vision of the Digital Hub and the power iLife brings to those interested in creating videos for home, school, and business.

Getting in Gear: Essential and Additional Equipment

Having a Macintosh and copy of iLife '04 in hand is a good start, but if you want to produce full-blown multimedia projects, it's *only* a start. The first session will examine the essential and optional gear you need to make the most of iLife.

Planning Your Projects: Your Journey Needs a Good Roadmap

In this session, we'll discuss the elements of planning and executing your projects – from setting goals to creating dynamic scripts and storyboards. Along the way we'll look at ways to troubleshoot production problems before they occur.

Acquiring Assets: Lights, Camera, Action!

This session focuses on capturing the best images, video, and audio possible. We'll discuss camera techniques, shot composition, lighting, screen captures, and audio recording.

iPhoto 4: You Ought to be in Pictures

iPhoto serves as both a place to store and organize your photos and as a tool for lightly editing your work. In this session we'll employ various strategies for keeping your pictures organized (and readily available to the other iLife applications) as well as tweak images both inside and – with the help of some low-cost tools – outside iPhoto. We'll also produce our first project – a slide show for display on a computer, the Web, CD-ROM, and TV.

Tuning into iTunes: More Than a Music Player

Beneath its mild-mannered music-player exterior, iTunes is a useful tool for organizing your music collection as well as compressing and converting music and sound-effects files. We'll look at ways to keep your music organized, discuss the various audio formats supported by iTunes, and convert your files to a more efficient format. Along the way we'll reveal a few helpful iPod tips, tricks, and techniques.

GarageBand Power Trio: Loops, Digital Audio, and MIDI

The newest musical member of the iLife family, GarageBand, is a conglomeration of three kinds of musical applications – a loop-based sequencer, digital audio recorder, and MIDI sequencer. In this session we'll answer the question "What the heck are these things?" and show you how the three go together to create a piece of music.

Tuesday, July 13
11:30 am – 5:30 pm

Advanced GarageBand Techniques: Moving Beyond "Louie Louie"

It's easy to create GarageBand soundtracks that groove, but what if you'd like your GarageBand tracks to rise above the rest? In this session we'll examine ways to create unique tracks with the help of GarageBand's effects and audio- and MIDI-editing tools.

Going to the Third-Party: Other Useful Musical Tools

GarageBand's editing tools are adequate for removing the occasional klunker but when your track needs major repairs (or enhancements) a third-party audio- or MIDI editor is the way to go. In this session we'll also look at ways to bring additional loops and instruments into the program.

iMovie 4 Basics: Importing and Organizing and the Rudiments of Editing

In this session we begin our second project – the Instructional Video. We'll discuss techniques for importing and organizing video, pictures, and audio files. As we begin editing our project we'll look at ways to "cheat" – fake video sequences that end too abruptly, and clean up audio tracks.

iMovie 4: Transitions, Effects, Titles, and Soundtracks

Your iMovie will be a pretty dull affair without the addition of some tasteful transitions, effects, and titles. In this session we'll examine techniques for applying transitions and effects (and offer tips for ensuring that they are indeed tasteful) and talk about appropriate uses for titles. Additionally, we'll step outside the iLife box and take a look at some useful third-party iMovie add-ons for adding blue-screen, picture-in-picture, and video motion effects. We'll use this session to add sound effects and a custom-cut GarageBand score to our project. We also look at scoring options other than GarageBand.

iMovie 4: Export Business

We wind up our Instructional Video by looking at iMovie's export options – sending your movie to an email message, back to your video camera, to a Web page, and to CD and DVD. Although the presets found in iMovie's Share window will get you from Point A to Point B, there are some techniques and tools you can use to create smaller – and better looking – files.

Directing to Disc: iDVD 4

We wrap up our day with a tour of iDVD 4 – exploring its themes and offering techniques for organizing files on your discs in a logical way. Additionally we'll look at ways to create exciting still- and motion menus, and incorporate slideshows into our disc.

Power Tools Conferences

Monday, July 12th • 10:00 am – 6:00 pm
Tuesday, July 13th • 11:30 am – 5:30 pm

PH

Mastering the Adobe Creative Suite

Room 156B

Sandee Cohen, author, speaker, and trainer

Steve Werner, author, speaker, trainer, and production supervisor

With the release of Adobe's Creative Suite, designers and other creative professionals now have a complete environment to create and publish the most advanced and exciting print, Web, and interactive PDF documents. This two-day conference features power-user tips and tricks for working with the Creative Suite (CS) versions of Photoshop, Illustrator, InDesign, Acrobat, and GoLive. In addition, special sessions will cover how to make all the applications work together in one seamless mega-application.

Monday, July 12
10:00 am – 6:00 pm

Interface Tips and Tricks

This session provides a quick tour of the CS interface elements. You'll learn power tips and tricks for customizing the applications, working with the interface elements and commands.

Photoshop, Illustrator, and InDesign

How do pixels and vectors get along together? Perfectly when they are these three design champions. Discover how to move graphics, files, and paths easily between these applications. Find out which formats work best for spot colors and transparency.

Type Magic

Discover the elegance in the composition engine in the CS applications. See how OpenType fonts can speed up your workflow and improve your typography.

Productive Styling in Illustrator and InDesign

If you're still manually formatting graphics and text, you're working too hard. This session will show you how to use Illustrator's Graphic and Text styles, and how to make InDesign's text styles to work faster and smarter.

Mastering Transparency

You don't have to be intimidated by the transparency effects in InDesign and Illustrator. This session will show you the techniques for applying breath-taking drop shadows, alpha transparencies, and blending modes, and making sure they output correctly.

Tuesday, July 13
11:30 am – 5:30 pm

The Power of PDF

This session will show how to create a wide variety of PDF documents from Photoshop, Illustrator, and InDesign and work with them in Acrobat. Discover some of the special techniques for creating hyperlinks, presentations, and multi-page PDFs.

Moving to the Web

This session will show you how the Creative Suite products help you re-purpose print layouts into dynamic Web pages using Adobe GoLive.

Colors and Color Management

Defining and choosing colors can be confusing. Here's where we explain what you can (and can not) do with RGB, CMYK, Spot, Process, Multi-Inks. Even Color Management doesn't have to be confusing if you use the coordinated color management controls in the CS products.

Version Cue

Discover how this new, specialized application in the Creative Suite offers file management features that make it easy to keep track of complicated changes in your design with the other CS applications.

Preflight and Printing

This session helps you develop your own preflight and production standards. Learn when you must follow the rules, and when you can break them.

THE USER'S GUIDE FOR YOUR MAC

Time-Saving Tips

Practical How-To Tutorials

Expert Hardware & Software Reviews

Money-Saving Buying Guides

Insider Product Previews

12 ISSUES FOR ONLY $29.95

That's a savings of over 58% off the newsstand price.
And you'll get our free tips guide with your order.
That's 48 pages of practical and useful tips.

Power Tools Conferences

Monday, July 12th • 10:00 am – 6:00 pm
Tuesday, July 13th • 11:30 am – 5:30 pm

PI

How to Produce, Create & Deliver Interactive Solutions

Room 156C

Nick Floro, President, Sealworks, Inc.

Attend this two-day conference and learn how to get started in building interactive solutions. You will gain valuable knowledge on producing a project, the latest hardware and software requirements and how interactive applications are used. We'll also address developing digital solutions for delivery via the Web, CD and DVDs, and QuickTime, as well as recent technological breakthroughs. Whether you'll be creating Web sites, CD-ROMs, or DVDs, for marketing, education, presentations, e-learning, e-mail marketing, asset and content management, you won't want to miss this conference.

Monday, July 12
10:00 am – 6:00 pm

Getting Started in Interactive Development

Learn how to get started in interactive development: what are the hardware and software requirements, what will you need, and what are the delivery options for a project. We'll also learn about recent technological breakthroughs including the new CPUs, PowerBooks, and Mac OS X.

What's Possible: A Look at Ten Solutions

Learn how you can take advantage of the latest interactive technologies to build the best tools for training, presentations, marketing, product tours, and providing information to clients and your staff. During this session we'll dissect several projects, discuss how they were built and demonstrate how you can take advantage of the technology. Discussion will include solutions on e-learning, marketing on the Web, presentation tools, asset and content management, dynamic Web sites, and Web services.

Production: The First Steps

The beginning of a project is one of the critical steps in developing a successful interactive solution. We'll review everything you need to know to get started on a project so that it will be developed on time and within budget. We'll cover gathering information, preparing technical documentation, getting sign-offs on each phase, acquiring assets, and provide ways to manage your team, the client and the project. We'll also cover tips for preparing proposals including how to get accurate estimates.

Designing an Interface

The most important aspect for the user is how they will interact with the application and content. This session will cover what's important in designing user interfaces, what questions to ask at the start of a project, how to make sure the user understands the interface and that it doesn't become more important than the content.

QuickTime Basics

This session will provide a comprehensive introduction to QuickTime technology including media types that QuickTime can contain, an overview of the compression technologies and which codec to pick for your project, a tour of QuickTime Player authoring features, how to access advanced QuickTime features such as effects and interactivity and how QuickTime is being used on CD's, digital applications and the Internet to deliver the best content.

Developing Dynamic Web Sites

This session will explain how to develop a successful Web site. We'll cover the five phases for Web development: discover, define, design, develop and deliver. You'll learn what questions to ask to build the best Web site or service for a project. We'll also discuss building database driven Web sites, advantages and disadvantages plus what not to do. We'll demonstrate how to create exciting Web pages by integrating graphics, animation, video and sound with Adobe GoLive, QuickTime 6.0, Flash and Shockwave technology.

Tuesday, July 13
11:30 am – 5:30 pm

Digital Video Production with iMovie & Final Cut Pro

We will discuss the entire spectrum of video production including capturing content, editing, compression, and delivery for output to the Web, CD, DVD and video. Product demonstrations will include Apple's iMovie, Final Cut Pro, FireWire, Cleaner and DV cameras. You'll see how quickly and easily video can be edited and delivered to the Web, CD, and DVD.

DVD Authoring with iDVD & DVD Studio Pro

Learn how to get started in authoring DVDs with iDVD and DVD Studio Pro. Using your SuperDrive, learn how DVDs allow you to orchestrate video, audio, graphics, and even Web links into a standard DVD-video format, which can be played on both consumer DVD players and DVD-capable computers.

Understanding QuickTime VR

You will see a demonstration of QuickTime Virtual Reality, the hardware and software options for creating QuickTime VR movies. Learn how to shoot QT scenes and objects, create objects with 3D applications, add sound and interactivity, and incorporate nodes into Web and interactive applications. We'll discuss optimization techniques for preparing and delivering your content and demonstrate how and where QTVR can be used with the greatest effect.

Using Macromedia Flash

We'll discuss the benefits of Flash for Web delivery of content. We'll discuss the advantages and disadvantages of the technology, look at several examples and provide an overview on Flash MX.

Authoring Interactive Applications for the Web and CD with Macromedia Director

We will discuss how to use Director for cross media authoring. Topics include authoring a multimedia application, the conversion of applications between platforms, and the creation and production of interactive multimedia for CD-ROMs and Web-based solutions.

Tips, Tricks and Q&A

We'll wrap up the day with the top tips and tricks that you can use to make your projects more successful and help you in everyday production of content.

Pro Conference @-a-glance

Wednesday, July 14, 2004

	Mac OS X Troubleshooting	Mac OS X Administration	Securing Your Data	Mac Secrets	Extending Mac OS X & Platform Differentiators
11:15am-12:30pm	P201 Mac OS X Wizardry *Room 156B*	P202 Software Auditing & License Management: A Key to IT Cost Savings *Room 156C*	P203 Network Security Tools and Techniques *Room 157A*	P204 Deploying User Quotas: Managing Disk Space Hogs with Mac OS X *Room 156A*	P205 Add Power to Your Mac with X11: Open up a Whole New World of Applications with Apple's X11 *Room 157B*
1:30pm-2:45pm	P211 How the Pros Troubleshoot Macintosh *Room 156B*	P212 User and Group Management: Management and Maintenance of Users and Groups with Mac OS X Server and Workgroup Manager *Room 156C*	P213 Backing Up under OS X *Room 157A*	P214 Best of Mac OS X Hints *Room 156A*	P215 What EVERYONE Should Know About QuickTime *Room 157B*
4:15pm-5:30pm	P221 The Ultimate Mac OS X Installation *Room 156B*	P222 Directory Services: Understanding Apple's Open Directory *Room 156C*	P223 Macintosh Homeland Security *Room 157A*	P224 Does It Scale? Completing The Transition to Mac OS X In The Enterprise *Room 156A*	

Thursday, July 15, 2004

	Mac OS X Troubleshooting	Mac OS X Administration	Securing Your Data	Mac Secrets	Extending Mac OS X & Platform Differentiators
9:00am-10:15am	P231 The Care & Feeding of Hard Drives *Room 156B*	P232 Apple Remote Desktop - Better, Faster, More Powerful *Room 156C*	P233 Protecting Your Packets – Thwarting Digital Snooping: See Who's Watching You and How to Protect Your Data When Online *Room 157A*	P234 Panther Secrets Revealed *Room 156A*	P235 AppleScript - Getting Started in About an Hour *Room 157B*
12:30pm-1:45pm	P241 Tech Tools Round Up *Room 156B*	P242 Managed Client for Mac OS X - Why, How, and 'Please Make It Easy' *Room 156C*	P243 Do it Yourself Data Recovery & Protection *Room 157A*	P244 Essential Scripts – 5 Lines of Code that will Change Your Life *Room 156A*	P245 Getting the Most from PDF and Mac OS X *Room 157B*
2:00pm-3:15pm	P251 Create Neutered Administrators: Creating Administrators Who Do Not Have Full Access to Everything *Room 156B*	P252 CUPS: The Mac OS X Printing System *Room 156C*	P253 Concepts in Mac/PC Integration *Room 157A*	P254 Getting Online Anywhere with a Cell Phone *Room 156A*	P255 ColorSync *Room 157B*

Pro Conference Tracks

The Pro Conference offers content-rich technical sessions designed for the professional Macintosh user or manager and is a great opportunity to meet industry leaders, learn from your peers in the community of Macintosh professionals and improve your skills. Our sessions concentrate on Mac OS X Troubleshooting and Administration, Securing you Data, Mac Secrets and Extending Mac OS X. Select the track that best meets your needs or mix and match sessions!

MAC OS X TROUBLESHOOTING

Minimize downtime and maximize productivity with training from these essential sessions. You'll learn how to identify problems and receive valuable advice for fixing (and preventing) future system ailments.

MAC OS X ADMINISTRATION

These sessions provide valuable information if you support multiple users in a business, lab or educational environment. You'll learn valuable information for streamlining the administration process, providing software and resource management, and quickly adding services for your users.

SECURING YOUR DATA

Sessions in this track present the tools and techniques for keeping your key computing assets secure. Learn how build a safe environment, where you are exposed and what to do about it. Sessions on both desktop and network security will be presented.

MAC SECRETS

Often it's the undocumented (or hard to find documentation) features that can make a big difference in your productivity. These fun, fascinating and informative sessions reveal secrets for your favorite applications, performance tuning for your hardware, and the Mac OS itself.

EXTENDING MAC OS X & PLATFORM DIFFERENTIATORS

There are key technologies in the Mac OS that make it the uniquely empowering environment that it is – some of these technologies are built in and "just do" what you need. Others are accessible to users and when mastered can be utilized to make your computing projects run quickly and more efficiently.

Pro Conference Sessions

Wednesday, July 14th • 11:15 am – 12:30 pm

MAC OS X TROUBLESHOOTING

P201 Mac OS X Wizardry

Ted Landau, Book author; Contributing Editor, Macworld Magazine; Creator of MacFixIt
Dan Frakes, Author, Contributing Editor, Macworld Magazine; Editor, MacFixIt
Room 156B

Many Mac OS X tips and hints are so cool that they almost seem like you are doing magic. Picking up on the magic metaphor, this session covers "Mac OS X Wizardry 101." The emphasis is definitely on troubleshooting, but it also covers tips for enhancing productivity or just having some fun. Along the way, you'll learn about the Mac OS X utilities that are the keys to performing much of this Mac OS X magic. Discover how to: make files appear and disappear, modify files that claim they can't be modified, substitute another application for the Finder, hand roll your own Login Items manager, search your drive in places where Mac OS X's Find command will not look, change which application opens a document just by renaming the document, track every file you have ever printed, and much more.

MAC OS X ADMINISTRATION

P202 Software Auditing & License Management: A Key to IT Cost Savings

John Tomeny, Director of Marketing & Customer Support Svcs, Sassafras Software, Inc.
Room 156C

Many companies buy more software than they need due to their lack of accurate data about purchased licenses, installed software, and actual usage. Poorly managed software purchasing practices can inhibit overall efforts at IT savings. Learn how to effectively conduct system-wide software and IT asset audits, software license compliance, software redeployment/retirement, and appropriate software purchasing. This session will show IT asset managers how to save money on software purchases, upgrades, maintenance, and how to wring dollars out of overtaxed software budgets.

SECURING YOUR DATA

P203 Network Security Tools and Techniques

Thomas Vincent, Steel House Labs
Room 157A

How can you test the security of your network? How do you know your network has been attacked or compromised? How do you respond when you've been hacked? This session will discuss tools and techniques to help secure your network. Topics to be covered include Intrusion Detection Systems (IDS) and their pros and cons, the application of packet analyzers to network security, tools to monitor devices on your network, vulnerability analysis tools and what they reveal. The attendees will gain a greater understanding about the wide variety of tools they can use to help secure their networks.

MAC SECRETS

P204 Deploying User Quotas: Managing Disk Space Hogs with Mac OS X

Schoun P. Regan, CEO, The Mac Trainers, Inc.

Room 156A

Mac OS X has many hidden features. One of those little known features is the ability to enforce disk quotas on users and groups. While the ability to enforce quotas is currently done via the command line, great power can be wielded and systems slowdowns can be solved by limiting the amount of space a user can exploit on a disk. This session will focus on the command line tools necessary to create, manage, and report on user and group quotas from the command line. You don't need to be a command line geek to attend this session.

EXTENDING MAC OS X & PLATFORM DIFFERENTIATORS

P205 Add Power to your Mac with X11: Open up a Whole New World of Applications with Apple's X11

Dave Pooser, IS Manager, Alford Media

Mike Sebastian, Technical Director, Splash of Color

Room 157B

X11 is Apple's application environment for running applications designed to run on the X Windows system. While most Mac users stick with Carbon and Cocoa applications, there is a plethora of wonderful application and utilities that run in X Windows that make owning your Mac even better. Come solve the mystery of the X11 application and see how easy it is to enhance your computer experience with applications you've never heard of.

Pro Conference Sessions

Wednesday, July 14th • 1:30 pm – 2:45 pm

MAC OS X TROUBLESHOOTING

P211 How the Pros Troubleshoot Macintosh

Phil Goodman, Owner, Goodman Consulting
Andy Espo, Mac Guy, Call Andy! Macintosh Consulting
Benjamin Levy, Owner, Solutions Consulting
Room 156B

In this fast-paced, tips-packed seminar, an Apple Consultants Network panel will discuss their approaches to problem solving Macintosh crashes. We will discuss software conflicts, troubleshooting techniques, disk repair utilities and backups. We will also concentrate on how to minimize these problems with effective preventive maintenance techniques. Most importantly, we'll expose the troubleshooting arsenal the pros use at the highest levels. Attendees will learn the thought process used to determine if your problem is software or hardware, and how to handle both. Attendees will also learn about troubleshooting products and techniques that will help them resolve problems with Mac OS X.

MAC OS X ADMINISTRATION

P212 User and Group Management: Management and Maintenance of Users and Groups with Mac OS X Server and Workgroup Manager

John DeTroye, Senior Consulting Engineer, Apple Computer
Room 156C

Mac OS X Server with Workgroup Manager allows a high level of control and configuration when dealing with multiple users, groups, and computers. This session is directed to administrators of Mac OS X Server who must maintain a networked environment of Users and Groups. There are many variables available when creating users and not all of them are easily seen. Whether via NetInfo or LDAP, user management takes top priority when managing multiple systems. Participants will learn how to properly plan and prepare a list of users for importing into Mac OS X Server, how to edit a variety of user information, and how to properly implement and maintain several groups. Proper planning for network scaling will also be discussed.

SECURING YOUR DATA

P213 Backing Up under OS X

John Welch, Mac Networking Expert, Kansas City Life Insurance
Room 157A

Do you tempt fate by not backing up your data? If you're tired of living on the edge and want to explore the powerful, versatile and easy to use tools for backing up under OS X, this session is for you. We'll present the myriad of hardware and software options available to you for backing up, and how to get on a program that makes this as transparent as possible. Sleep better at night knowing your data is safe with tips from this session.

MAC SECRETS

P214 The Best of Mac OS X Hints

Rob Griffiths, Editor in Chief, Mac OS X Hints
Room 156A

Mac OS X Hints has become the definitive Web resource of undocumented tips and tricks for users of OS X. With over 5500 posted hints, the site presents answers, directions and resources on everything from printing to networking to Bluetooth usage to better use of iApps. This fun and informative session presents Mac OS X Hints editor Rob Griffiths, as he leads you through the most practical and useful hints that the site has yielded.

EXTENDING MAC OS X & PLATFORM DIFFERENTIATORS

P215 What EVERYONE Should Know About QuickTime

Nick Floro, President, Sealworks, Inc.
Room 157B

QuickTime is your secret weapon in producing dynamic content for your company and customers. Join us for this comprehensive introduction to QuickTime technology that will show you how you can increase productivity and profits by using this technology for delivering content on the Web, CD and DVD platforms. You'll learn how to optimize your content for delivery in all platforms, selecting the best codec, a tour of QuickTime Pro for editing content, tracks, effects and adding interactivity. Learn helpful production tips when you're in crunch time and need to show clients results right away!

Pro Conference Sessions

Wednesday, July 14th • 4:15 pm – 5:30 pm

MAC OS X TROUBLESHOOTING

P221 The Ultimate Mac OS X Installation

Benjamin Levy, Owner, Solutions Consulting
Room 156B

Attendees will see and learn about the coolest, smartest, most complete OS X installation around. A PowerBook will be used to show a fully configured OS X installation that includes obvious and hidden features designed to allow for privacy, secrecy, remote administration, monitoring, high-level control and low-level access, backup and synchronization. Utilizing a panoply of documented and undocumented features from OS X, combined with freeware, shareware and commercial applications, the PowerBook will do everything but sit up and beg! Whether you're setting up a system for yourself or for dozens on a network, this fast-paced session will cover a lot of ground and it will offer many creative ideas and installations that will help you generate your own ultimate Mac OS X install.

MAC OS X ADMINISTRATION

P222 Directory Services: Understanding Apple's Open Directory

Schoun P. Regan, CEO, The Mac Trainers Inc.
Room 156C

This session will answer basic questions about directories and outline features of Open Directory- Mac OS X's Directory Services architecture, including basic client-side Active Directory integration. Also covered is a basic overview of Open Directory Server- Panther's native directory service. Topics covered include server features and architecture- key processes, systems, and configuration mechanisms. This session is for intermediate to advanced level System Administrators looking to obtain a greater understanding of Open Directory.

SECURING YOUR DATA

P223 Macintosh Homeland Security

Shelly Brisbin, Author
Room 157A

Though Mac users often feel justifiably smug when they compare the security risks they face with the notoriously leaky Windows systems owned by colleagues, your Mac does face dangers. Crackers, viruses and compromised physical security can lay your Mac low, especially if you don't take basic precautions to protect your computer and your data. This session shows you how to protect your home or office Mac from all kinds of threats, and how to separate real security risks from imagined unimportant ones. You will learn: the kinds of security risks your Mac faces and those that are no big deal; how to use security tools you already have, including the OS X firewall, FileVault, and effective file sharing strategies; how to identify security problems, and what to do when you have been attacked. If you have valuable data stored on your Mac and want to keep it private, this session will show you how to prevent, recognize and stop threats to your data and your Mac.

MAC SECRETS

P224 Does It Scale? Completing the Transition to Mac OS X in the Enterprise

John Mulhern III, Senior IT Project Leader, University of Pennsylvania
Room 156A

What are some effective roll-out strategies for new versions of Mac OS X? Should we let our thousands of users have admin access to their workstations or lock them down? How do we deal with essential applications that haven't yet or may never transition to Mac OS X? How can we implement Apple-specific technologies such as ColorSync and Rendezvous in a diverse computing environment? Mac OS X is no longer a new operating system and it is no longer only for early adopters. As user populations move well into the thousands, large organizations face unique challenges. Attendees will learn how these enterprises implement their transition to Mac OS X, with a focus on best practices in standards/recommendations, software distribution and licensing, desktop support, security, and training.

Pro Conference Sessions

Thursday, July 15th • 9:00 am – 10:15 am

MAC OS X TROUBLESHOOTING

P231 The Care & Feeding of Hard Drives

John Christopher, Data Recovery Engineer, DriveSavers, Inc.
Room 156B

It's a fact that every hard drive manufactured will eventually stop working, taking critical files along with it. Fortunately, there are preventive measures you can take to protect yourself from a complete information meltdown. Attend this session and learn: how hard drives work and why they fail; preventive maintenance tips and how to use the best disk utility programs.

MAC OS X ADMINISTRATION

P232 Apple Remote Desktop – Better, Faster, More Powerful

John DeTroye, Senior Consulting Engineer, Apple Computer
Room 156C

You have a limited staff, limited budget, and need to manage, control, update, and oversee a lot of Macs. ARD is there to help. This session will dig deep into Apple Remote Desktop in its latest incarnation as the "must have" client management tool.

SECURING YOUR DATA

P233 Protecting Your Packets – Thwarting Digital Snooping: See Who's Watching You and How to Protect Your Data When Online

Arek Dreyer, Owner, Dreyer Network Consultants, Inc
Room 157A

The next time you check your email, think about who's checking on you. This highly entertaining and engaging session will take you on a journey in the life of a packet sniffer and how to prevent them from snooping in on your activities when connected to a network. Its "Father knows Best" for the masses. Know how to check your connection and secure it if possible, making your journey online a private affair.

MAC SECRETS

P234 Panther Secrets Revealed

David Pogue, Author & "State of the Art" Columnist, The New York Times
Room 156A

Join this highly entertaining session as David Pogue makes Mac OS X 10.3 sing, dance, and walk on its head. Witness a parade of undocumented shortcuts: Ransack someone else's PowerBook using Bluetooth, turn any digital camera into an Internet spy cam, burn a CD-R more than once, open System Preferences with a single keystroke, unleash the Blob, and much more. Based on "Mac OS X: The Missing Manual," Panther Edition, this session is also a life saver for anyone who's interested in finding out which of the 150 new Panther features are worth learning, and which old features wound up in new places.

EXTENDING MAC OS X & PLATFORM DIFFERENTIATORS

P235 AppleScript – Getting Started in About an Hour

Benjamin Waldie, President & CEO, Automated Workflows, LLC
Room 157B

AppleScript is commonly referred to as "programming for the rest of us," and this session aims to prove this statement to be true. In about an hour, we will dive right into scripting, dissect the anatomy of a script, and take a look at some basics. You will learn how to write a few short scripts that will perform fundamental tasks and begin saving you time on a daily basis. You will also see some demonstrations of more advanced AppleScripts in action, and we will get you moving in the right direction with a listing of next steps and resources for learning AppleScript. This session is geared toward any Macintosh user who is looking to learn AppleScript programming and become more efficient. By the end of the session, you will have written your first AppleScript and be prepared to begin exploring the amazing technology of AppleScript in greater depth.

Pro Conference Sessions

Thursday, July 15th • 12:30 pm – 1:45 pm

MAC OS X TROUBLESHOOTING

P241 Tech Tools Round Up

Mike Sebastian, Technical Director, Splash of Color
Room 156B

Attend this session to get insights into assembling your Mac troubleshooting toolbelt. We'll look at tips and techniques for DiskWarrior, Norton Utilities, TechTool Pro and more. We'll present a methodology for determining which tool to use and provide several techniques for solving common - and not so common - ailments that occur in Macintosh computing.

MAC OS X ADMINISTRATION

P242 Managed Client for Mac OS X – Why, How, and 'Please Make It Easy'

John DeTroye, Senior Consulting Engineer, Apple Computer
Room 156C

Managing mass deployments of Macs is hard enough. Learn how to use network management tools in Mac OS X to establish controls and manage users, workgroups, and computers. Learn how to deal with 1-1 deployments without giving away control.

SECURING YOUR DATA

P243 Do It Yourself Data Recovery & Protection

John Christopher, Data Recovery Engineer, DriveSavers, Inc.
Room 157A

Data recovery's a dirty job but someone's got to do it. Attend this session and learn the fundamentals of data recovery: the safest methods to recover lost data; the best tools for the job and preventive measures that can be taken to avoid further loss when a drive crashes.

MAC SECRETS

P244 Essential Scripts – 5 Lines of Code that will Change Your Life

Arek Dreyer, Owner, Dreyer Network Consultants, Inc.
Room 156A

Shell scripting is something that only UNIX geeks do. This is false. With a template and just a few lines, you can change the way your Mac works for you. Automatically finding errors, reporting to you on disk usage, checking and monitoring the status of a folder, and much much more. Learn to use shell scripts and automate them with a process called crontab to make your Mac work for you.

EXTENDING MAC OS X & PLATFORM DIFFERENTIATORS

P245 Getting the Most from PDF and Mac OS X

Leonard Rosenthol, Chief Technical Officer, PDF Sages, Inc.
Room 157B

This session will help you understand how to use the PDF support built into Mac OS X, by itself and in conjunction with some "hidden treasures." Start by looking at how these PDFs differ from those created by Adobe Acrobat and how we can leverage these differences. See how to create PDFs optimized for email, Web or print using both the built-in features of Mac OS X as well as 3rd party tools. See why Preview is sometimes a better PDF viewing tool than Acrobat - but why you'll still need to keep Acrobat around.

Pro Conference Sessions

Thursday, July 15th • 2:00 pm – 3:15 pm

MAC OS X TROUBLESHOOTING

P251 Create Neutered Administrators: Creating Administrators Who Do Not Have Full Access to Everything

Dave Pooser, IS Manager, Alford Media
Mike Sebastian, Technical Director, Splash of Color
Room 156B

Often times, administrators must deploy Macs that give the user full administrative access. In some cases, this is less than optimum as the user/administrator often tinkers with their machine and causes time to be spent correcting errors that a non-administrative user could not make. This session walks you through creating a hidden administrator account and configuring Mac OS X in such a way as to limit the amount of damage a user/administrator can do.

MAC OS X ADMINISTRATION

P252 CUPS: The Mac OS X Printing System

John C. Welch, Mac Networking Expert, Kansas City Life Insurance
Room 156C

Underneath the Printer Setup Utility and the dialogs that make up the visible parts of the Mac OS X printing system is CUPS, the Common Unix Printing System. CUPS is what drives your printing, talks to the printers, and gets pixels to paper. CUPS is also a full – featured printing system that allows for such things as quotas, printer restrictions, secure printing, and all the other features that a print server should have, and it's a part of Mac OS X. This session will take a closer look at CUPS and how it handles print management tasks in Mac OS X. You will learn: what CUPS does; how to use CUPS to better manage printing; and the Web and command line interfaces to CUPS.

SECURING YOUR DATA

P253 Concepts in Mac/PC Integration

Phil Goodman, Owner, Goodman Consulting
Room 157A

This session explains what a Mac user needs to know when sharing data with Windows users. We will cover how OS X easily allows you to integrate right into a Windows network and how it can read Windows media. In addition, we will discuss file formats, naming conventions and cross-platform servers. OS X supports file name extensions and we'll explain why that's important. We'll also discuss encoding and compressing files so that they can travel safely over the Internet. For the rare Windows only application you might come across, you will learn how to actually run those Windows applications under OS X and Windows terminology will be defined as we go along.

MAC SECRETS

P254 Getting Online Anywhere with a Cell Phone

Brian Jepson, Editor, O'Reilly & Associates, Inc.
Room 156A

Wi-Fi is great when you can get it, but it's not always available, and per-day pricing doesn't always make sense for someone who needs only a quick connectivity fix. Cell phones have traditionally been the province of voice users, but with speeds of 40kbps and higher, data service has come into its own, and is more Mac-friendly than a lot of folks realize. This session shows how you can get online with cell phones and PC Cards from major US providers even if the salesperson asks "Macs? Do they still make those?"

EXTENDING MAC OS X & PLATFORM DIFFERENTIATORS

P255 ColorSync

Steve Upton, President, Chromix
Room 157B

Color management is now well established in terms of software, hardware, and workflows. However, there is still a lot of confusion and misunderstanding about the basic principles of this technology. This session will provide a complete overview of color management and explain the concept and purpose of ColorSync profiles, device gamut's, display calibration, printer profiling and how to fit it all together in Adobe Photoshop. How ColorSync has changed in OS X will also be covered. This session is great for photographers, designers, art directors, printers and anyone else trying to get a handle on their digital imaging system.

Users Conference @-a-glance

Wednesday, July 14, 2004

	Music	Fun with Digital Video	MacBeginnings	Cool Tools	Creative Skills
11:15am-12:15pm	S101 So You Wanna Be A Rock And Roll Star (with GarageBand) *Room 151A*	S102 Shooting Great DV *Room 151B*	S103 Dr. X-Love: How I Learned to Stop Worrying and Embrace OS X *Room 153B*	S104 Getting Started with iPhoto *Room 152*	S105 Creative Thinking in Photoshop: Expanding Your Creative Potential through Experimentation and Improvisation *Room 153A*
1:15pm-2:15pm	S111 Take "GarageBand" Out of the Garage *Room 151A*	S112 Final Cut Pro Power User Session *Room 151B*	S113 Mac Networking 101 *Room 153B*	S114 Digital Photography Hacks *Room 152*	S115 They Wrote the Book on QuarkXPress *Room 153A*
4:15pm-5:15pm	S121 Beyond GarageBand *Room 151A*	S122 Quicktime: The Secret weapon for Web & CD production *Room 151B*	S123 You are a Super User…Really! *Room 153B*	S124 Practical Uses for QuickTime VR *Room 152*	S125 Plug-In Wizardry: Latest Tips and Tricks Using Plug-Ins for Adobe's InDesign CS *Room 153A*

Thursday, July 15, 2004

	Music	Macworld Highlights	MacBeginnings	Cool Tools	Creative Skills
9:15am-10:15am	S131 The Mac for Guitarist *Room 151A*	S132 10 Essential Tips from the Macintosh Bible *Room 151B*	S133 Mac Gems *Room 153B*	S134 Introducing Office 2004 for Mac *Room 152*	S135 Rich Media with Half the Fat *Room 153A*
12:30pm-1:30pm	S141 A Mac Music Cookbook: Recipes for Music Creation *Room 151A*	S142 Using iApps for Pro Results *Room 151B*	S143 Making iMovies with David Pogue *Room 153B*	S144 The iPod Supersession *Room 152*	S145 QuarkXPress 6 Tips and Tricks *Room 153A*
2:00pm-3:00pm	S151 Get in the Mix *Room 151A*	S152 Preparing for 1:1 Education Initiatives: Infrastructure and Reality *Room 151B*	S153 Your First DVD *Room 153B*	S154 The Latest in Mac Home Automation *Room 152*	S155 Abusing Keynote *Room 153A*

Users Conference Tracks

The Users Conference continues to be one of the best educational values anywhere, with enlightening sessions on a variety of exciting topics all presented by industry experts.

This program offers the best opportunity to be introduced to making music with your Mac, Panther, desktop movie making and digital photography, and tips for using your favorite applications.

MUSIC TRACK

Music is HOT in the Mac world! Mac OS-based tools have long been considered state of the art for pro audio projects - now with the release of GarageBand, semi-professional and amateur musicians' interest in using a Mac to create and produce music is soaring! This track has something for everyone who uses a Mac to produce, arrange and compose music.

FUN WITH DIGITAL VIDEO

Apple's iMovie application is hot and the great tools keep coming. Attend sessions in this track to get the most out of your DV Camera, learn how to use the great tools that are out there and understand the different ways you can deliver your video projects.

MACBEGINNINGS

Sessions that are specially designed for new computer users and Switchers! These courses are designed to help you get up to speed with your new Mac, your iPod, Mac OS X and key applications. Get the basics and turn on your imagination!

COOL TOOLS

Sessions in this track highlight exciting new releases and state of the art software tools. We'll take in-depth first look at some products you may or may not have heard of, and provide tutorials on key apps that you will want to use (or use better!). We'll show interesting ways that your Mac can be used for communication, education and fun computing projects that you can do.

CREATIVE SKILLS

Need a creative re-fresh? Want some new ideas how to put your favorite graphic design and digital media tools to work? Attend sessions in this track to learn from creative luminaries how they use their Macs to create stunning graphic masterpieces. You'll walk away energized, challenged and ready to tackle your next project.

MACWORLD HIGHLIGHTS

The best from around the Mac industry - these sessions didn't fit into any of our other tracks, but they are so good we had to offer them. Enjoy courses on advanced iLife usage and a special session for Mac-using educators!

Users Conference Sessions

Wednesday, July 14th • 11:15 am – 12:15 pm

MUSIC TRACK

S101 So You Wanna Be A Rock And Roll Star (with GarageBand)

Bob "Dr. Mac" LeVitus, Writer/Raconteur, Houston Chronicle Mac columnist, author of "GarageBand For Dummies"
Bryan Chaffin, Editor-in-Chief, The Mac Observer
Room 151A

If you want to make music with GarageBand, this session is the perfect introduction. You'll discover cost-effective hardware products that make using GarageBand better; how Apple Loops save you time and effort; recording vocals and acoustic instruments that sound awesome; using GarageBand's software instruments effectively; and much more.

FUN WITH DIGITAL VIDEO

S102 Shooting Great DV

Guy Cochran, Director of Special Operations, DVcreators.net
Room 151B

Cool Desktop Movies start with great footage. Learn the essentials of shooting DV: how to get the best results from your DV camcorder, moving camera tools & techniques, shooting for the Web, simple lighting techniques and more. Get ready to stencil your name on the director's chair when you leave this session with tons of valuable tips and tricks.

MACBEGINNINGS

S103 Dr. X-Love: How I Learned to Stop Worrying and Embrace OS X

Jeffery Batterby, Contributing Editor, Macworld Magazine
Room 153B

Still pounding your head against the desk every time your Mac freezes? Still watching enviously as everyone you know uses all the latest iApps with nary a crash? It's time to make the break! In this seminar, you'll learn how to make the move from Classic to OS X with a minimum of tears. Assess the costs, wean yourself off Classic apps, embrace the Home folder, master folder navigation, discover the glories of the Dock, and learn the basics of iSync, Mail, the Address Book, Safari and other integrated iApps. It's everything you need to know to stop worrying and embrace Mac OS X.

COOL TOOLS

S104 Getting Started with iPhoto

Adam Engst, Publisher, TidBITS
Room 152

Apple's iPhoto is a simple, effective photo cataloging and editing application that also offers most of the basic editing tools that those of us who aren't graphics professionals need. What makes iPhoto really stand out are the many ways you can use it to share photos with relatives, friends, and colleagues. Simple though iPhoto may be, figuring out the best way to use iPhoto isn't always obvious, and there are a variety of tips and tricks that you'll learn in this session.

CREATIVE SKILLS

S105 Creative Thinking in Photoshop: Expanding Your Creative Potential through Experimentation and Improvisation

Sharon Steuer, artist/author, Peachpit Press/ New Riders author
Room 153A

Are you having trouble moving following someone else's instructions? Do you have that feeling that there's more to Photoshop than merely memorizing tools and functions? This session demonstrates how brainstorming, experimenting and improvising in Photoshop can infuse your projects with creativity. Expand your creative potential by learning how to "think in Photoshop." Photographers, art directors, designers, and fine artists who are hoping to become more comfortable with digital tools will learn how to use the Creative Thinking approach to become more confident, creative and productive in Photoshop.

Users Conference Sessions

Wednesday, July 14th • 1:15 pm – 2:15 pm

MUSIC TRACK

S111 Take "GarageBand" Out of the Garage

Bruce Nazarian, "the DVD Guy," author of "Recording & Production Techniques for Musicians"
Room 151A

This session will present an experienced musician's insights into using GarageBand more effectively to unleash the creative musician and composer living inside you! An ideal follow up to Bob Levitus' intro session, this intermediate level session will cover: Structuring advanced GarageBand compositions, Pro Mixing and Mastering tips, Distributing your masterpiece to the world, Tips and Techniques to use GarageBand better, Maximizing your CPU power and Tricks for adding and editing Loops.

FUN WITH DIGITAL VIDEO

S112 Final Cut Pro Power User Session

Guy Cochran, Director of Special Operations, DVcreators.net
Room 151B

Get ready to watch Guy Cochran, the world's #1 Final Cut Pro instructor, reveal the top need-to-know shortcuts, show complex operations simplified, teach how to create compelling motion graphics, reveal undocumented powertips, and help you become completely illuminated in FCP4 in a fast moving, informative session.

MACBEGINNINGS

S113 Mac Networking 101

Leon Ablon, President, Ablon Associates
Room 153B

In this session, you will learn how to build a wired or wireless network for your home or small office. We'll talk about the wires, connecters, hubs, switches and wireless access points that are used to create your network. You will also learn how your computers can share a printer and a broadband Internet connection.

COOL TOOLS

S114 Digital Photography Hacks

Derrick Story, Owner, Story Photography
Room 152

The exploration of photography has been awakening the artist, scientist, and adventurer within us for over 100 years. And now, digital tools have opened new doors. If your photography has become a little too predictable, join Derrick Story, author of the book "Digital Photography Hacks," for new tips and tricks that will stimulate your creativity and invigorate your shooting.

CREATIVE SKILLS

S115 They Wrote the Book on QuarkXPress

Moderator: Shellie Hall, Evangelist, Quark, Inc.
Eda Warren, President, Desktop Publishing Services, Inc.
Erika Kendra
Davie Blatner
Suzanne Thomas
Kevin Siegel
Room 153A

This fun and entertaining session will feature some of your favorite authors who have written books on QuarkXPress. Each of our authors will have an opportunity to talk about their book and discuss, in detail, why they felt it was a good publishing project. Session attendees will have the main floor for questions and answers with our authors. Many of our authors' mysterious tips and tricks will be revealed in this one session.

Users Conference Sessions

Wednesday, July 14th • 4:15 pm – 5:15 pm

MUSIC TRACK

S121 Beyond GarageBand

David Mash, Berklee College of Music
Room 151A

GarageBand is a great tool to get started making music on the Mac, but it does have its limitations. Now that you are ready to progress to a more advanced tool, how do you translate your GarageBand skills to Apple's Logic products? This session will help you make the transition from GarageBand to Logic. Learn about the environment, notation, Audio Instruments, Audio Tracks, MIDI tracks, and how to incorporate QuickTime Movies into Logic files.

FUN WITH DIGITAL VIDEO

S122 QuickTime: The Secret Weapon for Web & CD Production

Nick Floro, President, Sealworks, Inc.
Room 151B

A comprehensive tour of QuickTime technology including media types that QuickTime can contain, a tour of QuickTime Player authoring features, how to access advanced QuickTime features such as effects, interactivity and sound synthesizers, and how QuickTime is being used in music, video, and the Internet. You'll learn about hardware and software requirements, developing and optimizing content with QuickTime, immersive imaging with QuickTime VR, preparing QuickTime content for streaming and optimizing audio & video content with Cleaner & Squeeze. Learn how to take advantage of QuickTime and what it has to offer, how to get the best quality compression, what settings to use for Web and CD delivery and ideas for new ways to use QuickTime and offer clients great solutions.

MACBEGINNINGS

S123 You are a Super User...Really!

Sean Colins, Senior Consultant, Owner, Core Professional Services
Rob Calvert, President, Second Son Consulting, Inc.
Room 153B

You are the SuperHero everyone turns to at work to fix the computers, but you have no formal training. You always want to help, but aren't sure where to begin? You feel your skills need polishing to best serve the needs of your coworkers. Attend this session and you will learn basic troubleshooting techniques, diagnostic skills, problem solving, and the items you need for a "Super-User-Tool-Kit." Attendees should include Super Users, their sidekicks, and anyone, anywhere, who finds they are constantly answering everyone's computer questions.

COOL TOOLS

S124 Practical Uses for QuickTime VR

Jon Alper, Director of Technology, Research and Development, WGBH Interactive
Room 152

If you can take a photograph, you can make a virtual world with QuickTime VR and share it with more than 100 million Mac and Windows users who already have QuickTime installed. We'll start from scratch describing the hardware and software available, cover tricks and tips for shooting your pictures, and end with how to get your project on the Web. We will demonstrate and discuss stitching panoramic VR, building object VR, and embedding your VR's in an HTML document for the Web. You'll leave this session with a clear grasp of the essentials of QuickTime VR and be ready to start creating your own virtual tours.

CREATIVE SKILLS

S125 Plug-In Wizardry: Latest Tips and Tricks Using Plug-Ins for Adobe's InDesign CS

Mark Niemann-Ross, InDesign Developer Evangelist, Adobe Systems, Inc.
Room 153A

Creative users of Adobe InDesign CS are always coming up with ideas and suggestions for adding even more features and functionality. In this presentation, the speaker will explain the latest plug-ins available for InDesign created by leading third-party developers and some well-known vendors. He will show how InDesign users can become even more productive and creative using plug-ins for tasks that are typically time consuming and labor intensive, such as database imports, repetitive formatting, and catalog building. The session offers tips and tricks for adding more wizardry to InDesign using the latest plug-ins.

Users Conference Sessions

Thursday, July 15th • 9:15 am – 10:15 am

MUSIC TRACK

S131 The Mac for Guitarist

David Mash, Vice President for Information Technology, Berklee College of Music

Room 151A

Most music software assumes keyboard input, but what about all the guitarists in the world? How do we get in on all this great music production power? This session will focus on how to use your guitar as a MIDI input device, and how to get your guitar sound into the computer as audio. We'll focus on the various hardware and software available to guitarists to access the power of desktop music production, and to use the Mac in live performance.

MACWORLD HIGHLIGHTS

S132 10 Essential Tips from the Macintosh Bible

Moderator: Clifford Colby, Executive Editor, Peachpit Press
Panelists: Chris Breen, Macworld Magazine
Schoun Regan, CEO, The MacTrainers Inc.

Room 151B

For almost as long as the Mac has been around, Mac users have turned to The Macintosh Bible to learn hidden tricks and how to troubleshoot – and of course solve – system problems. Join contributors to the Panther edition of the Mac Bible to learn essential troubleshooting tools and techniques, discover cool ways to make your iLife applications work together, and more.

MACBEGINNINGS

S133 Mac Gems

Dan Frakes, Author, Contributing Editor, Macworld Magazine; Editor, MacFixIt
Ted Landau, Book Author, Contributing Editor, Macworld Magazine; Creator, MacFixIt

Room 153B

Macworld Mac Gems columnist Dan Frakes and MacFixIt founder Ted Landau help you take Mac OS X to the next level via cool tools – productivity enhancers, useful utilities, and fun software – that won't break the bank. Find out how to add the little features you wish OS X had, and learn how to do things you didn't realize you wanted to do. Bring your own "feature desires" and see if the solutions are already out there.

COOL TOOLS

S134 Introducing Office 2004 for Mac

Stuart DeSpain, Lead User Interface Program Manager, Microsoft
David Cortright, Lead Program Manager, Microsoft
Room 152

One of the foundational business productivity applications for the Macintosh is Microsoft Office. The just released version of Office is called Office 2004 and it sports dozens of functionality improvements. This session takes you inside Office 2004 and shows you what's improved, what's new and how you can put it to work. Join a panel from Microsoft's Macintosh Business Unit for an in-depth discussion on a host of ground-breaking new features in the latest release of Office for Mac.

CREATIVE SKILLS

S135 Rich Media with Half the Fat

Scott Traylor, President, 360KID, Professor, Harvard University Extension School
Room 153A

Creating rich content for online delivery will surely attract attention, but are you building assets that won't perform because they're too darn fat? Delivering rich content effectively can become easier when armed with the right knowledge and tools. Learn what your options are at the beginning, middle and the end of a project's development cycle for creating content that's lean. Explore issues related to asset preparation, audio and video compression, Flash file reduction, as well as software packages that will allow you to easily trim away the extra megabytes.

Users Conference Sessions

Thursday, July 15th • 12:30 pm – 1:30 pm

MUSIC TRACK

S141 A Mac Music Cookbook: Recipes for Music Creation

Peter Kirn, Composer, Performer, Media Artist and Mac Music Technology Specialist
Room 151A

Mac OS X has a bewildering array of software for music creation: if you want to go beyond pasting together loops in GarageBand, it's sometimes hard to know where to start. This session will help you set up your Mac music "kitchen" with the tools you'll need for the kind of music you want to make. Just like beginning cooks need some simple dishes to spark their creativity, the best way to approach all this advanced technology is to have some basic "song starters" to get you going. If you've got some tools but haven't gotten around to making songs beyond sample looping, this will help get your creative juices going.

MACWORLD HIGHLIGHTS

S142 Using iApps for Pro Results

Sean Colins, Senior Consultant, Owner, Core Professional Services
Rob Calvert, President, Second Son Consulting, Inc.
Room 151B

Your new client wants a demo reel and your latest portfolio tomorrow, and you don't have one! You have to compile your content, edit it into a work of creative genius, and then get it to your new client. In this session, you will learn how to use iPhoto, iMovie, iTunes, iDVD, and other built in Apple technologies to attain professional quality creative results. We will complete a finalized DVD project, but not actually burn DVD's in class due to time restraints. Artists of all types who need to create high-end marketing materials without spending high-end money should attend.

MACBEGINNINGS

S143 Making iMovies with David Pogue

David Pogue, Author & "State of the Art" Columnist, The New York Times
Room 153B

Make your first iMovie in this interactive session hosted by Mac luminary David Pogue. Session attendees play an integral part of this "production" as David takes you through all the steps involved with shooting your first movie and editing it on your Mac. Fun, informative and educational – David takes you through the steps!

COOL TOOLS

S144 The iPod Supersession

Christopher Breen, Contributing Editor/Mac 911Columnist, Macworld
Room 152

Macworld Magazine's Mac 911 columnist Christopher Breen reveals many of the hidden talents of Apple's amazing iPod. During the session, Breen will demonstrate methods for getting the most from your iPod's battery charge, discuss encoding formats and how to put them to best use, offer suggestions for creating smarter Smart Playlists within iTunes, help you troubleshoot an uncooperative iPod, and recommend iPod accessories too cool to live without. During his session he'll give away autographed copies of his popular Peachpit book, Secrets of the iPod, Third Edition.

CREATIVE SKILLS

S145 QuarkXPress 6 Tips and Tricks

Shellie Hall, Evangelist, Quark
Eda Warren, President, Desktop Publishing Services, Inc.
Room 153A

Join Shellie Hall, printing and pre-media industry specialist, and Eda Warren, authorized QuarkXPress training and author of the QuarkXPress 6 Killer Tips from New Riders best-selling series, for an energetic seminar on QuarkXPress 6. Learn how to make your workflows easier and faster, using innovations such as projects and layouts, synchronized text, enhanced tools for the Web and more!

Users Conference Sessions

Thursday, July 15th • 2:00 pm – 3:00 pm

MUSIC TRACK

S151 Get in the Mix

Sam Downie, (Apple Certified) Music Technology Consultant
Room 151A

In this session, you will learn how to mix your final sound for your product i.e. Band CD, Film Soundtrack and Theatre Production. Learn how to Master your final mix, using various Plug-Ins and recording software on your Apple Computer. Learn how to get "that Pro sound!" from your Macintosh using mastering Plug-Ins found in Apple / E-Magic Logic Audio Express. Seek out expert advice on putting your final master together - and find out where to go next, with your product.

MACWORLD HIGHLIGHTS

S152 Preparing for 1:1 Education Initiatives: Infrastructure and Reality

Ben Greisler, Chief Technology Officer, Precision Consulting, Inc.
Room 151B

The concept seems basic enough: Give each student their own laptop and life is good. The reality is that planning must be done to make the program work. This discussion will show you how to plan your wired network, electrical needs, installation regulations and other items that will assure success.

MACBEGINNINGS

S153 Your First DVD

Bruce Nazarian, President, Gnome Digital Media
Room 153B

You've been biding your time, waiting for prices to come down, and system speeds to go up, and now you've finally DONE IT! You've purchased a DVD-capable Mac! Now, with sweaty palms, you wonder: how will you ever navigate this brave new digital world? It's easy! Join us in our session "Your First DVD" - we'll walk you through everything you need to know to slip past the pitfalls that derail newbies, and make even grownup DVD authors cry! We'll show you tips, tricks, and some good old-fashioned authoring techniques, to make your initial authoring efforts fruitful. For both iDVD and DVD Studio Pro, there is a world of DVD authoring aids out there as well, and we'll introduce you to them!

COOL TOOLS

S154 The Latest in Mac Home Automation

Michael Bayer, President, Computer Telephony Solutions
Room 152

Configure your Mac to control your indoor and outdoor lights, run your home theater, monitor your home's security system, manage the thermostat, answer the telephone, or greet your visitors. Call home to check your voicemail, retrieve your faxes, see who's home, and turn on the lights. Attend this session to learn how to fully automate your home with easy to use Macintosh applications and the latest gadgets to manage your home, network, and systems from your telephone, the Web, or just by speaking aloud.

CREATIVE SKILLS

S155 Abusing Keynote

Marc Rubinstein, President, MainelyMac
Room 153A

If you wanted to do a presentation much like everyone else's, you would still be using PowerPoint. But, great new themes notwithstanding, Keynote presentations are starting to look much the same. Want to learn to think "outside the box" when planning your presentations? Want to make yours different enough to be remembered? Want not to make it so full of effects it's no longer effective? If so, this is the session for you.

Hands-On MacLabs

Thursday, July 15th • 9:00 am – 1:00 pm

The Hands-on MacLabs will provide you hands-on computer training on key applications and tools. Our trainers are experts in their fields and they are ready to share their knowledge with you. So select a discipline and bring your laptop! Please note class size is limited so register early.

LA

Get "Author-ized" with DVD Studio Pro

Room 153C

Bruce Nazarian, President, Gnome Digital Media

Here is your chance to hit the ground running with DVD, by attending special DVD Studio Pro training sessions with Bruce Nazarian, "the DVD Guy", best-selling author of "DVD Studio Pro 2 - the Complete Guide to Authoring with Macintosh". You'll get invaluable basic DVD authoring insight while getting hands-on experience with Apple's powerful new authoring application, DVD Studio Pro. Knowledge of Mac operation and Adobe Photoshop will be helpful.

You will learn:

- About the many different DVD formats
- How to harness the power of DVD to communicate your message
- How to create a DVD-Video project of your own design
- How to connect your DVDs to the Web using cool authoring tools
- Affordable DVD creation using DVD Studio Pro, Final Cut, QuickTime

Who should attend?

Corporate and Marketing Communications Professionals, Film and TV Directors, Producers, Writers, Independent Filmmakers, Industrial Video Creators, Interactive Display and Kiosk Designers, Motion Picture Film Editors, Post Production Executives & Supervisors, Post Production Sound Engineers, Video & TV Editors, or anyone just interested in DVD!

Level: Suitable for Beginners, yet helpful for Intermediate Authors as well.

Hardware Requirements:

- 256 MB RAM helpful, more is better;
- Hard drive - please have 500 megs free to build the tutorial
- If you have a FireWire DVD burner, we'll show you how to interface it and how to use it

Preferred System

Ti Powerbook with 256 MB RAM or greater (Note: DVD Studio Pro 2 software can no longer be run from a PowerBook G3, it's just too slow.)

Minimum Systems

Powerbook G4 667 MHz or better (Note: G3's cannot install or run DVD Studio Pro successfully)

iBooks might be able to run DVDSP if you have a DVD-ROM drive and a G4 CPU, but are not recommended.

Software Requirements:

- DVD Studio Pro 2 runs only under Mac OS 10.2.8 or better
- DVD Studio Pro Tutorial Media Folder should be loaded
- Final Cut Pro OR iMovie are helpful, but not mandatory
  (Note: please verify operation of all installed applications prior to class - we'll have no time for debugging installations!)
- Photoshop 5.02, 5.5, 6.0, 7 or CS recommended
- QuickTime Pro 6.X Installed and unlocked
  (Note: a free upgrade key comes with Final Cut Pro or DVD Studio Pro)
- Toast Titanium optional but VERY helpful

Minimum Skill Requirements:

- Good familiarity with the Mac OS
- Solid ability to launch programs
- Ability to use the Mac Interface (Point, Click, Double Click, etc.)
- It's helpful to know Photoshop 5 or better and have basic skills in Layer Creation, Selection, Type Tool, simple layer effects
- Basic iMovie experience, (or experience in Final Cut Pro 3.02 better) will enhance your understanding of the Video Preparation of DVD Content, or Motion Menu content

Hands-On MacLabs

Thursday, July 15th • 9:00 am – 1:00 pm

LB

Acrobat in the Trenches: Combat Training for PDF Production

Room 154

Hal Hinderliter, Author/Lecturer/Consultant, Hal Hinderliter Consulting Services

While many of us still have trouble creating and printing PDF files, some companies are winning the graphic communications war with this powerful yet complex format. This hands-on course by Macworld Conference & Expo's resident Acrobat expert offers a two-stage approach to improving your PDF skills: first, you will learn how to configure Adobe Acrobat to quickly create perfect PDF files for Web and print distribution; then, we'll explore print production-oriented plug-ins (such as EnFocus PitStop Pro and Quite Imposing) and other techniques for editing and correcting PDF problems to achieve successful prepress output. It's four hours of concentrated learning from an instructor with an international reputation for effective classroom training – and when the smoke clears, you'll understand Acrobat like never before!

You will learn:

- The most effective workflows for making PDFs
- How to determine the best settings for images, fonts and colors
- PDF attributes for Web downloading versus high-end printing (including PDF/X)
- Which PDF editing tools should be in every designer's and printshop's arsenal
- The most common PDF creation mistakes and how to fix them

Who should attend?

Anyone interested in knowing more about the use of PDF files in the graphic arts industry

Level: Intermediate

Hardware Requirements:

- Laptop Preferences: PowerBook G3 or G4, or iBook G3 (must have CD-ROM drive)
- At least 128 MB of available RAM (after system allocation)
- At least 200 MB of free disk space

Software Requirements:

Attendees must be running Mac OS X and have at least the full Standard version of Adobe Acrobat 6 or CS installed, not simply Acrobat Reader. Acrobat Professional is not required for attendance, but a few "Professional-only" features will be covered during selected portions of the training.

Minimum Skill Requirements:

You must already know the basics! Attendees must already be familiar with the process of creating PDF files through Adobe Acrobat Distiller. Attendees should also be familiar with installing software under the Mac OS and the use of typical graphics applications.

LC

Hands-On Mac OS X for Administrators

Room 157C

Kevin White, Mac OS X Training Specialist, The Mac Trainers, Inc.

This hands-on lab is designed for System Administrators and Power Users. Learning how to make Mac OS X work for you involves learning more than just the basics. Explore the hidden administrative aspects of Mac OS X and learn many valuable UNIX tips and tricks along the way. Attention will be paid to the currently shipping Apple operating system, file structure, network setup and administration, and troubleshooting tips, tools, and processes. Even if you've been working with Mac OS X for a while, you'll pick up some valuable tips and tricks.

You will learn how to:

- Set file and folder permission settings
- Use UNIX for basic troubleshooting
- Solve network issues
- Incorporate third party solutions to enhance and ease administration

Who should attend?

Macintosh Professionals looking to integrate OS X within their environment, PC Professionals interested in gaining an understanding of OS X, any IT professionals with an eye towards deployment or support of OS X.

Level: Intermediate

Hardware Requirements:

- Preferred Computer System: iBook or PowerBook G4 or newer
- 128 Meg or better RAM
- 2Gig or more free space for lab projects
- Fully Charged Battery

Software Requirements:

- Mac OS X latest version

Minimum Skill Requirements:

Attendees must possess fundamental navigational skills and understand how Classic functions.

LD

Video Workshop Featuring Final Cut Pro/Express

Room 159

Guy Cochran, Director of Special Operations, DVcreators.net

This hands-on lab will reveal a treasure trove of tips, tricks and timesavers that will take your Final Cut Pro or Final Cut Express editing skill to a higher level. Whether you edit feature films, projects for marketing or training, or just for fun, your mastery of your editing environment will make a big difference in the quality and efficiency of your final project. The class is presented by DVcreators.net, well known as the world's top Final Cut Pro experts for over five years.

You will learn:

- Project management
- Beginning to advanced editing techniques
- Keyframing, compositing & motion graphics
- Editing aesthetics & storytelling
- Killer title tricks
- Special effects techniques

Who should attend?

Video producers, digital filmmakers, corporate marketing and training professionals, teachers, Web/multimedia/graphic designers, hobbyists, e-commerce specialists, or anyone involved in communications for government, worship, non-profits, education, medicine, law or science.

Level: Beginner through advanced

Minimum System

Powerbook G3 with System 9.2, Final Cut Pro 3, QuickTime Pro

Preferred System

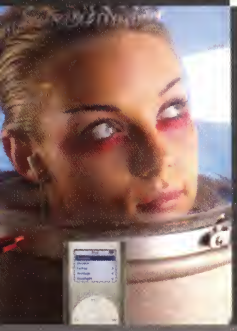
Powerbook G4 with 512 MB RAM or greater, 10.2 (Jaguar) or 10.3 (Panther), Final Cut Pro 4 or Final Cut Express 2, QuickTime Pro (no time will be available for troubleshooting installations)

Minimum Skill Requirements:

Must be familiar with Mac OS

$32 < 1 Year

2 Years > $64



Interviews

Tapping into the world of celebrities and how they utilize their Macs, only MacDirectory offers these close and personal interviews.

Features

Designers, musicians, business leaders & our technical expert team offer their own interpretation of things that only the Mac system delivers.

MacDirectory

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MacDirectory takes you to the wildest corners of the world and uncovers how Macintosh computers are being used by other cultures.

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Conference Faculty

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Lean J. Ablan	Ablan Assaciates	Users Canference	S113	Mac Networking 101	Wednesday	1:15 PM	153B
Jan Alper	WGBH Interactive	Users Canference	S124	Practical Uses far QuickTime VR	Wednesday	4:15 PM	152
		Geeks and Gadgets		Geeks and Gadgets: Mac Videa Magic Makes TV Better	Thursday	1:30 PM	Geeks & Gadgets Stage
Greg Amrafell	Micrasaft Corp	Pra Canference	P225	Inside Virtual PC 7 for Mac	Wednesday	4:15 PM	157B
Bill Atkinsan		Feature Presentation	FP	The Macintash at 20 - A Celebration af 20 Years af Innavatian	Tuesday	10:00 AM	258
Jeff Battersby	Macwarld Magazine	Users Canference	S103	Dr. X-Lave: How I Learned to Stap Worrying and Embrace OS X	Wednesday	11:15 AM	153B
Jeff Baust	Berklee College Of Music	Pawer Taals	PF	The Macintosh Hame Recarding Studio for Musicians	Manday Tuesday	10:00 AM 11:30 AM	153C 153C
Michael Bayer	Computer Telephony Solutians	Geeks and Gadgets		Geeks and Gadgets: Yaur Mac is a Telephane (and Other Communicatian Secrets)	Thursday	11:15 AM	Geeks & Gadgets Stage
		Users Canference	S154	The Latest in Mac Hame Autamatian	Thursday	2:00 PM	152
Kurt Biederwalf	Berklee Callege Of Music	Power Taals	PF	The Macintosh Hame Recarding Studio far Musicians	Manday Tuesday	10:00 AM 11:30 AM	153C 153C
Jamie Biggar	WGBH Interactive	Geeks and Gadgets		Geeks and Gadgets: Mac Videa Magic Makes TV Better	Thursday	1:30 PM	Geeks & Gadgets Stage
Davie Blatner		Users Canference	S115	They Wrate the Baak an QuarkXPress	Wednesday	1:15 PM	153A
Christapher Breen	Macwarld Magazine	Pawer Taals	PG	Putting iLife to Work: Creating Practical Prajects with Apple's Creative Suite af Taals	Manday Tuesday	10:00 AM 11:30 AM	156A 156A
		Feature Presentation	FP	MacBrainiac Challenge	Wednesday	3:00 PM	258
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		Users Canference	S144	The iPad Supersessian	Thursday	12:30 PM	152
Shelly Brisbin	Authar	Pra Canference	P223	Macintash Homeland Security	Wednesday	4:15 PM	157A
Rab Calvert	Secand Son Cansulting, Inc	Users Canference	S123	You are a Super User...Really!	Wednesday	4:15 PM	153B
		Users Canference	S142	Using iApps for Pra Results	Thursday	12:30 PM	151B
Bryan Chaffin	The Mac Observer	Users Canference	S101	Sa You Wanna Be a Rock and Rall Star (with GarageBand)	Wednesday	11:15 AM	151A
		Feature Presentation	FP	MacBrainiac Challenge	Wednesday	3:00 PM	258
		Geeks and Gadgets		Geeks, Gadgets, and Guitars	Wednesday	4:30 PM	Geeks & Gadgets Stage
Bart Chellis	Microsaft Corp	Users Canference	S134	Intraducing Office 2004 far Mac	Thursday	9:15 AM	152
John Christapher	DriveSavers, Inc	Pra Canference	P231	The Care & Feeding af Hard Drives	Thursday	9:00 AM	156B
		Pra Canference	P243	Da It Yaurself Data Recavery & Pratection	Thursday	12:30 PM	157A
Guy Cachran	DVcreators.net	Users Canference	S112	Final Cut Pra Pawer User Sessian	Wednesday	1:15 PM	151B
		Users Canference	S102	Shaating Great DV	Wednesday	11:15 AM	151B
		Hands-an MacLabs	LD	Videa Warkshap Featuring Final Cut Pra/Express	Thursday	9:00 AM	159
Peter Cahen	MacCentral/ MacGaming (Mac Publishing LLC)	Feature Presentatian	FP	MacBrainiac Challenge	Wednesday	3:00 PM	258
Sandee Cahen	Author, speaker, and trainer	Power Taols	PH	Mastering the Adobe Creative Suite Mastering the Adobe Creative Suite	Manday Tuesday	10:00 AM 11:30 AM	156B 156B
Cliffard Calby	Peachpit Press	Users Canference	S132	10 Essential Tips from the MacBible	Thursday	9:15 AM	151B
Sean Colins	Core Prafessianal Services	Users Canference	S123	You are a Super User...Really!	Wednesday	4:15 PM	153B
		Users Canference	S142	Using iApps far Pra Results	Thursday	12:30 PM	151B
David Cartright	Micrasaft Carp	Users Canference	S134	Intraducing Office 2004 far Mac	Thursday	9:15 AM	152
Stephen Craes	Berklee Callege Of Music	Pawer Taals	PF	The Macintash Home Recarding Studia far Musicians	Manday Tuesday	10:00 AM 11:30 AM	153C 153C
Jim Dalrymple	MacCentral, Inc	Feature Presentatian	FP	MacBrainiac Challenge	Wednesday	3:00 PM	258

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John DeTroye	Apple Computer	Pro Conference	P212	User and Group Management: Monogement and Maintenance of Users and Groups with Mac OS X Server and Workgroup Manager	Wednesday	1:30 PM	156C
		Pro Conference	P232	Apple Remote Desktop - Better, Faster, More Powerful	Thursday	9:00 AM	156C
		Pro Conference	P242	Managed Client for MacOS X - Why, How, and 'Please Make It Easy'	Thursday	12:30 PM	156C
Sam Downie	dsoundz.co.uk	Users Conference	S151	Get in the Mix	Thursday	2:00 PM	151A
Arek Dreyer	Dreyer Network Consultants, Inc	Pro Conference	P233	Protecting Your Pockets - Thwarting Digital Snooping: See who's Watching You and How to Protect your Data When Online	Thursday	9:00 AM	157A
		Pro Conference	P244	Essential Scripts - 5 Lines of Code that will Change your Life	Thursday	12:30 PM	156A
Dovid Dvorin	Apple Computer	Power Tools	PF	The Macintosh Home Recording Studio for Musicians	Monday	10:00 AM	153C
		Power Tools	PF	The Macintosh Home Recording Studio for Musicians	Tuesday	11:30 AM	153C
Andy Edelstein	Berklee College Of Music	Power Tools	PF	The Macintosh Home Recording Studio for Musicians	Monday	10:00 AM	153C
		Power Tools	PF	The Macintosh Home Recording Studio for Musicians	Tuesday	11:30 AM	153C
Adam Engst	TidBITS	Feature Presentation	FP	MacBrainiac Challenge	Wednesday	3:00 PM	258
		Users Conference	S104	Getting Started with iPhoto	Wednesday	11:15 AM	152
Andy Espo	Coll Andy! Macintosh Consulting	Pro Conference	P211	How the Pros Troubleshoot Macintosh	Wednesday	1:30 PM	156B
Nick Floro	Seolworks, Inc	Power Tools	PI	How to Produce, Create & Deliver Interactive Solutions	Monday Tuesday	10:00 AM 11:30 AM	156C 156C
		Pro Conference	P215	What EVERYONE Should Know About QuickTime	Wednesday	1:30 PM	157B
		Users Conference	S122	Quicktime - The Secret Weapon for Web and CD Production	Wednesday	4:15 PM	151B
Dan Frakes	Macworld Magazine	Feature Presentation	FP	MacBrainiac Challenge	Wednesday	3:00 PM	258
	MacFixIt	Pro Conference	P201	Mac OS X Wizardry	Wednesday	11:15 AM	156B
		Users Conference	S133	Mac Gems	Thursday	9:15 AM	153B
Phil Goodman	Goodman Consulting	Pro Conference	P211	How the Pros Troubleshoot Macintosh	Wednesday	1:30 PM	156B
		Birds of a Feather Meeting	B5	The Business of Macintosh Consulting	Wednesday	6:00 PM	157B
		Pro Conference	P253	Concepts in Mac/PC Integration	Thursday	2:00 PM	157A
Ben Greisler	Precision Consulting, Inc	Users Conference	S152	Preparing for 1:1 education initiatives: Infrastructure and Reality	Thursday	2:00 PM	151B
Rob Griffiths	Mac OS X Hints	Pro Conference	P214	The Best of Mac OS X Hints	Wednesday	1:30 PM	156A
Shellie Hall	Quark, Inc	Users Conference	S115	They Wrote the Book on QuarkXPress	Wednesday	1:15 PM	153A
		Users Conference	S145	QuarkXPress 6 Tips and Tricks	Thursday	12:30 PM	153A
Andrew Harris	Digidesign	Power Tools	PF	The Macintosh Home Recording Studio for Musicians	Monday Tuesday	10:00 AM 11:30 AM	153C 153C
Andy Hertzfeld		Feature Presentation	FP	The Macintosh at 20 - A Celebration of 20 Years of Innovation	Tuesday	10:00 AM	258
Hal Hinderliter	Hal Hinderliter Consulting Services	Hands-on MacLabs	LB	Acrobat in the Trenches: Combat Training for PDF Production	Thursday	9:00 AM	154
Andy Ihnatko	The Chicago Sun-Times & Macworld	Geeks and Gadgets		MACQUARIUM LIVE!	Tuesday	4:00 PM	Geeks & Gadgets Stage
		Feature Presentation	FP	MacBrainiac Challenge	Wednesday	3:00 PM	258

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Name	Affiliation	Conference	Code	Session Title	Day	Time	Location
Cris Ippolite	Isolutions, Inc	Power Tools	PA	FileMoker	Mondoy Tuesdoy	10:00 AM 11:30 AM	151A 151A
Brion Jepson	O'Reilly & Associotes, Inc	Pro Conference	P254	Getting Online Anywhere with o Cell Phone	Thursday	2:00 PM	156A
Chuck Joiner	The MUG Center	Geeks ond Gadgets		Geeks ond Godgets: Become on Internet Rodio Broodcoster with your Mac	Wednesday	3:00 PM	Geeks & Godgets Stoge
				User Group Session: Cool Resources Creoted By Mocintosh User Groups	Wednesday	1:30 PM	Geeks & Gadgets Stoge
Eriko Kendra		Users Conference	S115	They Wrote the Book on QuorkXPress	Wednesday	1:15 PM	153A
Paul Kent	Moctivity, Inc			Town Holl	Tuesdoy	11:30 AM	Geeks & Godgets Stoge
Shawn King	Your Moc Life	Town Hall		Town Holl	Tuesdoy	11:30 AM	Geeks & Godgets Stoge
Peter Kirn	Composer/ Performer/Medio Artist/Moc Music Tech Speciolist	Users Conference	S141	A Mac Music Cookbook: Recipes for Music Creation	Thursdoy	12:30 PM	151A
Brenden Kootsey	WGBH Interoctive	Geeks ond Gadgets		Geeks ond Godgets: Mac Video Mogic Mokes TV Better	Thursdoy	1:30 PM	Geeks & Godgets Stoge
Ted Londou	Mocworld Mogozine	Pro Conference	P201	Moc OS X Wizardry	Wednesdoy	11:15 AM	156B
		Users Conference	S133	Moc Gems	Thursdoy	9:15 AM	153B
Andrew Lecates	FileMoker, Inc	Power Tools	PA	FileMaker	Mondoy Tuesdoy	10:00 AM 11:30 AM	151A 151A
Paul Lehrmon	Tufts University	Geeks ond Gadgets		The Notorious Bollet Meconique: 1920s Multimedia Comes Alive in the 21st Century	Tuesdoy	1:00 PM	Geeks & Godgets Stoge
Bob LeVitus	Houston Chronicle	Town Hall		Town Holl	Tuesdoy	11:30 AM	Geeks & Godgets Stoge
		Users Conference	S101	So You Wonno Be o Rock ond Roll Stor (with GorogeBond)	Wednesdoy	11:15 AM	151A
		Geeks ond Gadgets		Geeks, Godgets, ond Guitors	Wednesday	4:30 PM	Geeks & Godgets Stoge
Benjamin Levy	Solutions Consulting	Pro Conference	P211	How the Pros Troubleshoot Mocintosh	Wednesdoy	1:30 PM	156B
		Pro Conference	P221	The Ultimote Moc OS X Installotion	Wednesdoy	4:15 PM	156B
		Birds of o Feother Meeting	B5	The Business of Mocintosh Consulting	Wednesdoy	6:00 PM	157B
Jerry Monnock		Feature Presentotion	FP	The Mocintosh ot 20 - A Celebrotion of 20 Yeors of Innovotion	Tuesdoy	10:00 AM	258
Steve Martin	Ripple Troining	Power Tools	PE	Final Cut Pro 4 - Mosters Workshop	Monday Tuesday	10:00 AM 11:30 AM	153A 153A
Dovid Mash	Berklee College Of Music	Power Tools	PF	The Mocintosh Home Recording Studio for Musicions	Mondoy Tuesday	10:00 AM 11:30 AM	153C 153C
		Users Conference	S121	Beyond GorogeBond	Wednesdoy	4:15 PM	151A
		Users Conference	S131	The Moc for Guitorist	Thursdoy	9:15 AM	151A
Roj Moyo	Amazing Controls	Geeks and Gadgets		Geeks and Gadgets: The Mac-Controlled Home	Wednesday	11:30 AM	Geeks & Gadgets Stage
John Mulhern	University Of Pennsylvonia	Pro Conference	P224	Does It Scole? Completing the Tronsition to Mac OS X in the Enterprise	Wednesdoy	4:15 PM	156A

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Bruce Nozorion	Gnome Digitol Medio	Power Tools	PB	DVD Studio Pro	Mondoy	10:00 AM	151B
		Power Tools	PB	DVD Studio Pro	Tuesdoy	11:30 AM	151B
		Users Conference	S111	Take GorogeBond out of the Goroge	Wednesdoy	1:15 PM	151A
		Birds of o Feother Meeting	B2	DVD	Wednesdoy	6:00 PM	156B
		Honds-on MacLobs	LA	Get Author-ized with DVD Studio Pro	Thursdoy	9:00 AM	153C
		Users Conference	S153	Your First DVD	Thursdoy	2:00 PM	153B
Mork Niemonn-Ross	Adobe Systems	Users Conference	S125	Plug-In Wizordry: Lotest Tips and Tricks Using Plug-Ins for Adobe's InDesign CS	Wednesdoy	4:15 PM	153A
Michoel Ninness	Adobe Systems	Power Tools	PD	Professionol Photoshop	Mondoy	10:00 AM	152
					Tuesdoy	11:30 AM	152
Kevin O'Connor	Color Monogement And Publishing Workflow Consultont	Power Tools	PD	Professionol Photoshop	Mondoy	10:00 AM	152
		Power Tools	PD	Professionol Photoshop	Tuesdoy	11:30 AM	152
John Mork Osborne	Dotobose Pros	Power Tools	PA	FileMaker	Mondoy	10:00 AM	151A
					Tuesdoy	11:30 AM	151A
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		Pro Conference	P234	Ponther Secrets Reveoled	Thursdoy	9:00 AM	156A
		Users Conference	S143	Moking iMovies with Dovid Pogue	Thursdoy	12:30 PM	153B
Dove Pooser	Alford Medio	Pro Conference	P205	Add Power to your Moc with X11: Open up o Whole New World of Applicotions with Apple's X11	Wednesdoy	11:15 AM	157B
		Pro Conference	P251	Creote Neutered Administrotors: Creoting Administrotors Who Do Not Hove Full Access to Everything	Thursdoy	2:00 PM	156B
Jef Roskin		Feoture Presentotion	FP	The Mocintosh ot 20 - A Celebrotion of 20 Yeors of Innovotion	Tuesdoy	10:00 AM	258
Schoun Regon	The Moc Troiners, Inc	Power Tools	PC	Moc OS X - Advonced Concepts and Administrotion	Mondoy	10:00 AM	153B
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		Pro Conference	P204	Deploying User Quotos: Monoging Disk Spoce Hogs with Moc OS X	Wednesdoy	11:15 AM	156A
		Pro Conference	P222	Directory Services: Understonding Apple's Open Directory	Wednesdoy	4:15 PM	156C
		Users Conference	S132	10 Essentiol Tips from the MacBible	Thursdoy	9:15 AM	151B
Dove Roberts	MOTU	Power Tools	PF	The Mocintosh Home Recording Studio for Musicions	Mondoy	10:00 AM	153C
		Power Tools	PF	The Mocintosh Home Recording Studio for Musicions	Tuesdoy	11:30 AM	153C
Leonord Rosenthol	PDF Soges, Inc	Pro Conference	P245	Getting the Most from PDF ond Moc OS X	Thursdoy	12:30 PM	157B
Morc Rubinstein	MainelyMoc	Users Conference	S155	Abusing Keynote	Thursdoy	2:00 PM	
Mike Sebostion	Splosh Of Color	Pro Conference	P205	Add Power to your Mac with X11: Open up o Whole New World of Applicotions with Apple's X11	Wednesdoy	11:15 AM	157B
		Pro Conference	P251	Creote Neutered Administrotors: Creoting Administrotors Who Do Not Have Full Access to Everything	Thursdoy	2:00 PM	156B
Kevin Siegel		Users Conference	S115	They Wrote the Book on QuorkXPress	Wednesdoy	1:15 PM	153A
Rich Siegel	Bare Bones Software	Feoture Presentotion	FP	MocBrainiac Chollenge	Wednesdoy	3:00 PM	258

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Name	Affiliation	Conference	Code	Session Title	Day	Time	Location
Rick Smolan	Against All Odds Productions	Feature Presentation	FP	America 24/7 - How Mac Technology Enabled 25,000 Americans to Capture the Essence of America	Wednesday	10:00 AM	258
Jason Snell	Macworld Magazine	Feature Presentation	FP	MacBrainiac Challenge	Wednesday	3:00 PM	258
Sharon Steuer	artist/author, Peachpit Press/ New Riders author	Users Conference	S105	Creative Thinking in Photoshop: Expanding your Creative Potential Through Experimentation and Improvisation	Wednesday	11:15 AM	153A
Derrick Story	O'Reilly and Associates, Inc	Users Conference	S114	Digital Photography Hacks	Wednesday	1:15 PM	152
		Birds of a Feather Meeting	B1	Digital Photography Mac Style	Wednesday	6:00 PM	156A
Suzanne Thomas		Users Conference	S115	They Wrote the Book on QuarkXPress	Wednesday	1:15 PM	153A
John Tomeny	Sassafras Software, Inc	Pro Conference	P202	Software Auditing & License Management: A key to IT cost savings	Wednesday	11:15 AM	156C
Scott Traylor	360KID and Harvard University Extension School	Users Conference	S135	Rich Media with Half the Fat	Thursday	9:15 AM	153A
Steve Upton	Chromix	Birds of a Feather Meeting	B3	Color Management	Wednesday	6:00 PM	156C
		Pro Conference	P255	ColorSync	Thursday	2:00 PM	157B
Thomas Vincent	Steel House Labs	Pro Conference	P203	Network Security Tools and Techniques	Wednesday	11:15 AM	157A
Benjamin Waldie	Automated Workflows, LLC	Birds of a Feather Meeting	B4	AppleScript Success Stories and Q&A	Wednesday	6:00 PM	157A
		Pro Conference	P235	AppleScript - Getting Started in About an Hour	Thursday	9:00 AM	157B
Eda Warren	Desktop Publishing Services	Users Conference	S115	They Wrote the Book on QuarkXPress	Wednesday	1:15 PM	153A
		Users Conference	S145	QuarkXPress 6 Tips and Tricks	Thursday	12:30 PM	153A
John C. Welch	Kansas City Life Insurance	Pro Conference	P213	Backing up under OS X	Wednesday	1:30 PM	157A
		Pro Conference	P252	CUPS: The Mac OS X Printing System	Thursday	2:00 PM	156C
Steve Werner	Author, speaker, trainer, and production supervisor	Power Tools	PH	Mastering the Adobe Creative Suite	Monday	10:00 AM	156B
					Tuesday	11:30 AM	156B
Kevin White	The Mac Trainers, Inc	Power Tools	PC	Mac OS X - Advanced Concepts and Administration	Monday	10:00 AM	153B
		Power Tools	PC	Mac OS X - Advanced Concepts and Administration	Tuesday	11:30 AM	153B
		Hands-on MacLabs	LC	Hands-On Mac OS X for Administrators	Thursday	9:00 AM	157C

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561 . . . .Kodak's Austin Development Center

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606 . . . . . .IOGEAR, Inc.
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618 . . . . . .iScienceProject
620 . . . . . .Alias
626 . . . . . .Disc Makers
631 . . . . . .Linotype Library
632 . . . . . .Sophos, Inc.
634 . . . . . .Atempo
636 . . . . . .Parliant Corporation
639 . . . . . .Brenthaven
644 . . . . . .Think Different Store
645 . . . . . .R-Quest Technologies
651 . . . .Kodak's Austin Development Center

SIP

SIP Digital Media . . . . . .PhotoVu, LLC
SIP MTC & Enterprise . .Redstone Software, Inc.

Exhibitor Descriptions

@Last Software
546
821 Pearl Street
Boulder, CO 80302
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www.sketchup.com
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www.iavias.com
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Battery Technology Inc

237

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424

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543

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Macro Enter Corp
430

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444

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Quark, Inc.
310

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645

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Exhibitor Descriptions

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SIP MTC & Enterprise

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Fax: (720) 890-0209
sales@redstonesoftware.com
www.redstonesoftware.com

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426

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523

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Sonnet Technologies, Inc.

602

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Fax: (949) 457-6350
sales@sonnettech.com
www.sonnettech.com

Sonnet Technologies, Inc., headquartered in Irvine, California, is the worldwide leader in processor upgrade cards, ATA disk controller cards, and other enhancement products for Apple Macintosh computers. After Apple Computer, Inc., Sonnet is the largest producer of PowerPC™ processor-based products in the computer industry. Founded in 1986, Sonnet offers processor upgrades for most Mac models.

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632

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233

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110

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331

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Think Different Store
644

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229

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323

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Battery Technology Inc

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Dynamic Graphics
218

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www.harmanmultimedia.com

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IOGEAR, Inc.

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HOBO U12 Temp, RH, Light, External Data Logger
U12-012 - $119

- Four-channel 12-bit USB logger provides high-accuracy temperature, relative humidity, and relative indoor light level measurements. Versatile external channel accepts the same wide range of external sensors and input cables as the HOBO H8s (External Temp, 4-20mA, and DC voltage cables).

HOBOware™ Mac® Software for HOBO U12 Data Loggers

- Onset's new Mac-based HOBOware software provides simple launch and readout as well as flexible plotting for HOBO U12 family loggers. Data can be exported easily for more extensive analysis with other programs such as Microsoft® Excel spreadsheets.

Linotype Library
631

Du-Pont Strasse 1
Bad Homburg, 61352
Germany
(011496172) 484-2460
Fax: (011496172) 484-52460
swolf@linotype.com
www.linotype.com

Linotype GoldEdition 1.7

The new GoldEdition 1.7 from Linotype currently represents the most attractive typeface library for anyone who needs type as a successful commuication vehicle. It contains more than 3980 typefaces, supporting various languages, for Mac OS and Windows, in PostScript/TrueType on CD/DVD with certificate! GET CERTIFIED at great value for money with 10 or 20 licenses! More info on www.linotype.com

Linotype OpenType Library

The Linotype OpenType Library OFFERS: 1,392 typefaces in OpenType format for MacOS and Windows, in well-know Linotype Library quality, plus the equivalent legacy version for usage with non OpenType-compliant applications. Large corporations who have had custom fonts created can also have these fonts converted to OpenType. More info on www.linotype.com

Linotype Essentials 1 and 2

Need the classics? Linotype Essentials 1 builds the basis for your professional type library. With Linotype Essentials 2 you will have the perfect extension. Together these CDs provide a comprehensive palette of high-quality fonts for a wide range and variety of applications. Available for Mac and PC as hybrid Cd in PostScript and TrueType. More info at www.linotype.com

Logitech Harmony Remote
543

2355 Skymark Avenue
Suite 200
Mississauga, ON L4W 4Y6
Canada
(905) 273-4571
(866) 291-1505
Fax: (905) 273-9789
contact@harmonyremote.com
www.harmonyremote.com

Harmony Remote H688 Digital Video Remote

The new H688 builds on the award-winning H659 Family Remote design and enhances the power of activity-based digital control. The H688 comes complete with TiVo/PVR centralized control buttons, Page buttons for On Screen Guide navigation, 4 dedicated activity buttons, and a 5-way joystick directional key. The H688 sports a sleek design and comes in metallic silver and gun-metal black.

MacDirectory
432

326 A Street
Suite 2C
Boston, MA 02210
(617) 542-3251
Fax: (617) 542-3252
Ads@macdirectory.com
www.macdirectory.com

Interview With Nick Knight

In 2000, Nick Knight, a British fashion photographer, turned his back on the traditional fashion photography and launched SHOWstudio, founded under the premise of engaging top creatives in an interactive environment.

New Product Descriptions

O'Reilly & Associates, Inc.
418

1005 Gravenstein Hwy North
Sebastopol, CA 95472
(707) 827-7000
(800) 998-9938
Fax: (707) 829-0104
info@oreilly.com
www.oreilly.com

Mac OS X Panther in a Nutshell, 2nd Edition

"Mac OS X Panther in a Nutshell, 2nd Edition" offers a thorough treatment of Mac OS X Panther, from its BSD Unix foundation to the finer points of its user interface. It familiarizes readers with the Finder and the Dock, file management, system configuration, network administration issues, and the most complete Unix command reference found in print.

Mac OS X: The Missing Manual, Panther Edition

Written with humor and technical insight characteristic of the Missing Manual series, this new edition covers everything from the all-new Finder to iChat AV. The book also deals with features under the hood, such as the Terminal and networking tools. Pogue, the renowned "New York Times" computer columnist, tackles his subject with scrupulous objectivity.

Inside .Mac

This handy, quick reference offers a clear overview of the entire .Mac package and many of its not-so-obvious features. You'll learn how to set up and manage your account quickly and without fuss. Each .Mac service is discussed in an objective, no-frills fashion that'll show you how to use – and what to expect from – iDisk, Web mail, your personal Web site, and everything else that .Mac offers.

Parliant Corporation
636

812 Proctor Ave.
Ogdensburg, NY 13669
(613) 321-9923
(866) 864-2334
Fax: (613) 321-9924
MW0704sale@kcf.parliant.com
www.parliant.com

PhoneValet Message Center

My phone rings. The caller's name is announced by my Mac. My iChat status changes to "On the phone". iTunes pauses. My browser launches and Googles the caller's name and address! The call is logged. If I am busy, a message is taken and emailed. Conversations are recorded.

PhoneValet Message Center is a multi-line modem/software package that is reinventing computer/telephony on the Mac.

PhotoVu, LLC
SIP Digital Media

4057 Bimini Ct.
Suite 300
Boulder, CO 80301
(303) 444-5566
Fax: (601) 510-2628
info@photovu.com
www.photovu.com

PV1910 - Wireless 19" Digital Picture Frame

PhotoVu™ announces the PV1910 wireless 19" digital picture frame which adds support for iPhoto™, up to 12 megapixel cameras, and a future upgrade path to Wireless-G. Complimenting the way you work today by displaying your digital photos in their native formats, without creating another photo storage location, and without any new software to install on your computer. Sold direct - www.photovu.com.

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info@r-quest.com
www.r-quest.com

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R-Quest is proud to introduce their new 1000 disc capacity CD/DVD duplication system. Geared to run overnight and 24 hours a day, the new TCA-9900 CD/DVD duplication system will prove to handle the needs of the most demanding customer.

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SIP MTC & Enterprise

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(800) 891-3486 x15
Fax: (720) 890-0209
sales@redstonesoftware.com
www.redstonesoftware.com

Eggplant version 1.5

The automated test tool for Mac OS X. Designed specifically for GUI testing, Eggplant combines image-capture-and-compare technology with a powerful scripting language that allows test teams to automate their repetitive tasks. Although Eggplant resides on Mac OS X it is capable of testing a second computer running almost any operating system including Solaris, Linux, HP-UX & Windows

Roku

426

399 Sherman Ave
Suite 12
Palo Alto, CA 94306
(866) 400-7658
(866) 400-7658
Fax: (650) 321-9648
sales@rokulabs.com
www.rokulabs.com

Roku SoundBridge Music Player

Roku's SoundBridge music player streams digital music from your Mac (or PC) to any room in your house. Its bright, clear, VFD display and custom remote control make it easy to access your entire music library via Ethernet or WiFi network. Supports MP3, AAC, WAV, AIFF, FLAC, and Ogg-Vorbis. 24-bit DAC. Digital outputs. Native iTunes support. Sleek and sexy, winner of the 2004 CES Innovations Award.

Sassafras Software, Inc.

523

PO Box 150
Hanover, NH 03755
(603) 643-3351
Fax: (603) 643-3351
sales@sassafras.com
www.sassafras.com

K2 - KeyAuditor & KeyServer

The new software auditing tool, KeyAuditor, has been integrated with the award-winning KeyServer to form "K2" - a comprehensive software/hardware auditing, software license management and reporting tool. K2's integration of hardware profiles and audit data with usage logs gives you the information needed to make intelligent software deployment and license purchase decisions.

New Product Descriptions

Software MacKiev
410
21265 Stevens Creek Blvd
#205
Cupertino, CA 95014
info@mackiev.com
www.mackiev.com

Dr. Seuss's ABC - Mac OS X Edition
Created for Dr. Seuss's 100th Birthday Anniversary Celebration, the Mac OS X edition of Dr. Seuss's ABC will have parents laughing along with their kids. The new edition features a KidVideo™ Player with 10 original Dr. Seuss's ABC music videos, a hardcover copy of the Dr. Seuss's ABC book and a special music installer that loads 14 full-length Dr. Seuss songs into iTunes from the application.

2005 World Book Multimedia Encyclopedia
The 2005 edition of Software MacKiev's award-winning World Book for Mac OS X features an enhanced "Waterstream" home screen where sea creatures move around the screen - click on one and you are taken to read more about it. The 3D Atlas now displays the Earth's cloud cover in realtime, as well as time zones and the weather in any city, and allows you to zoom in towards the surface.

Sonnet Technologies, Inc.
602
8 Autry
Irvine, CA 92618
(949) 587-3523
Fax: (949) 457-6350
sales@sonnettech.com
www.sonnettech.com

Sonnet PodFreq
PodFreq wirelessly broadcasts your iPod's tunes to any nearby FM radio. Find a frequency on the FM dial with no station, select the same frequency on the PodFreq, and play your music - it's that simple. How does it sound? Superb. PodFreq's advanced audio design ensures superior music quality.

Sonnet Encore/ST G4 Duet 1.3 GHz
The Duet 1.3 GHz combines the strength of two fast G4 processors in an upgrade that easily handles the demands of today's processor-intensive applications. Installing the Duet is straightforward and takes just minutes-just swap processor cards. The performance gains are impressive-your Mac will be capable of performing more tasks at the same time, each faster than ever before.

Storage Elements/Wenzel Data
331
1950 Northwestern Avenue
Suite 102
Stillwater, MN 55082
(651) 351-7386
(888) 292-3396
Fax: (651) 351-7460
sales@wenzeldata.com
www.storageelements.com

Storage Elements CORE Storage Server
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(877) 686-4835
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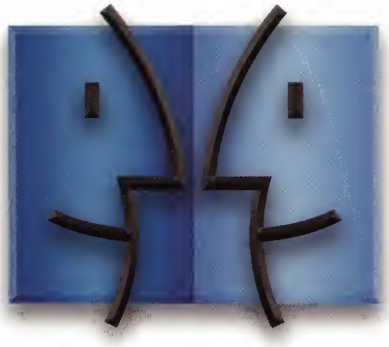
www.eunitek.com

ROCSTOR
Unitek is proud to carry all Rocstor FireWire/USB2 drives for sale at the MacWorld SF show. Rocstor is the most progressive company in the Video, Audio, Animation, and digital content storage business today. Rocstor offers the most extensive and innovative lines of FireWire, FireWire 800, USB2, and light-weight portable hard drives. See the complete product line on sale at www.eunitek.com



www.InsideMacRadio.com

Product Category Listing

Hardware

Accelerators-Cards-Memory

Avias Limited 531
Sonnet Technologies, Inc. 602

Assistive Technologies

Avias Limited 531
Logitech Harmony Remote 543
Parliant Corporation 636

Computers-Desktop Envts

Brenthaven 639
IOGEAR, Inc. 606
iScienceProject 618
Unitek Computer Stores 427

Digital Cameras & Video Recorders

Avias Limited 531
MacDirectory 432
PhotoVu, LLC . . . . . .SIP Digital Media

Displays-Monitors-Projection

Avias Limited 531
IOGEAR, Inc. 606
PhotoVu, LLC . . . . . .SIP Digital Media
Unitek Computer Stores 427

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Roku 426
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Logitech Harmony Remote 543
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PhotoVu, LLC . . . . . .SIP Digital Media
Primera Technology, Inc. 537
R-Quest Technologies 645
Think Different Store 644

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Disc Makers 626
IOGEAR, Inc. 606
Primera Technology, Inc. 537
R-Quest Technologies 645
Xerox Corporation 610

Servers & Server Management

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Unitek Computer Stores 427

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USB

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Market Services & Accessories

Accessories & Ergonomics

Brenthaven 639
Logitech Harmony Remote 543
Nada-Chair 438

Directories-Publications-Web sites

Linotype Library 631

Other Services & Accessories

DriveSavers Data Recovery 424
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Nada-Chair 438

Retailer-Wholesaler

Brenthaven 639
Logitech Harmony Remote 543

VAR-System Integrator

Belkin Corporation 512
Logitech Harmony Remote 543

Software

2D/3D Graphics & Animation

@Last Software 546
Software MacKiev 410

Assistive Technologies

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Parliant Corporation 636
Redstone Software, Inc. SIP MTC & Enterprise
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Kids

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Prosoft Engineering, Inc. 444
Redstone Software, Inc. SIP MTC & Enterprise
Software MacKiev 410
Think Different Store 644

Science & Technology

iScienceProject 618
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Software MacKiev 410

Security

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Sophos, Inc. 632

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Sassafras Software, Inc. 523
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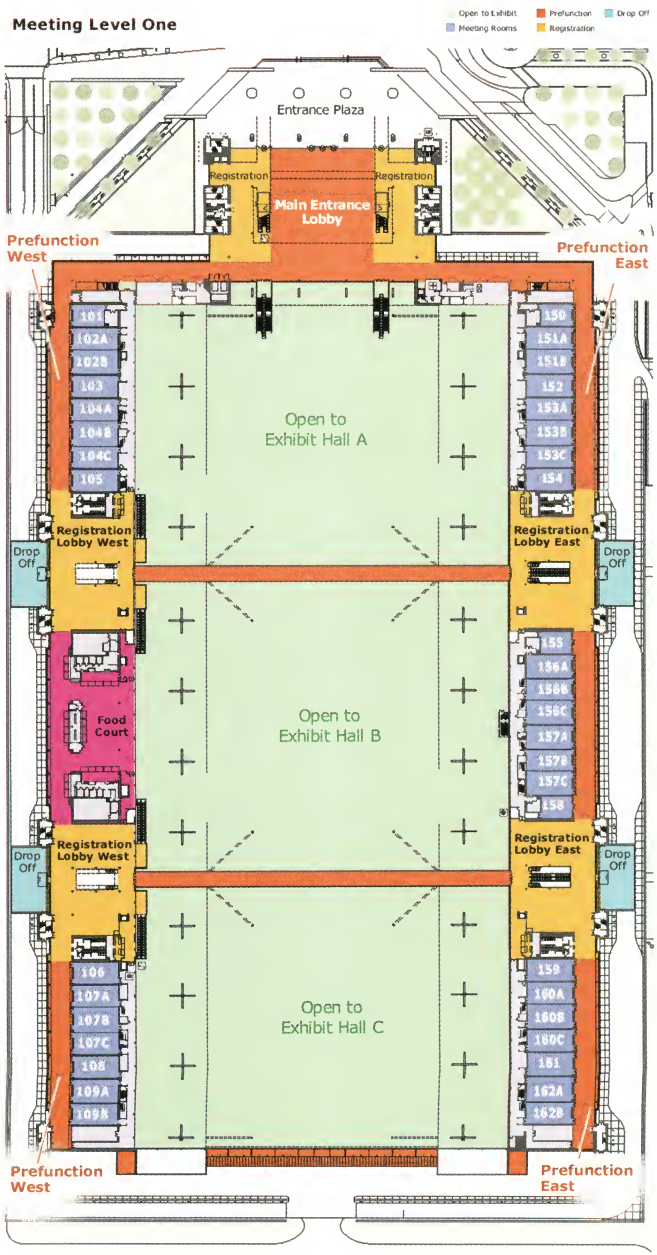

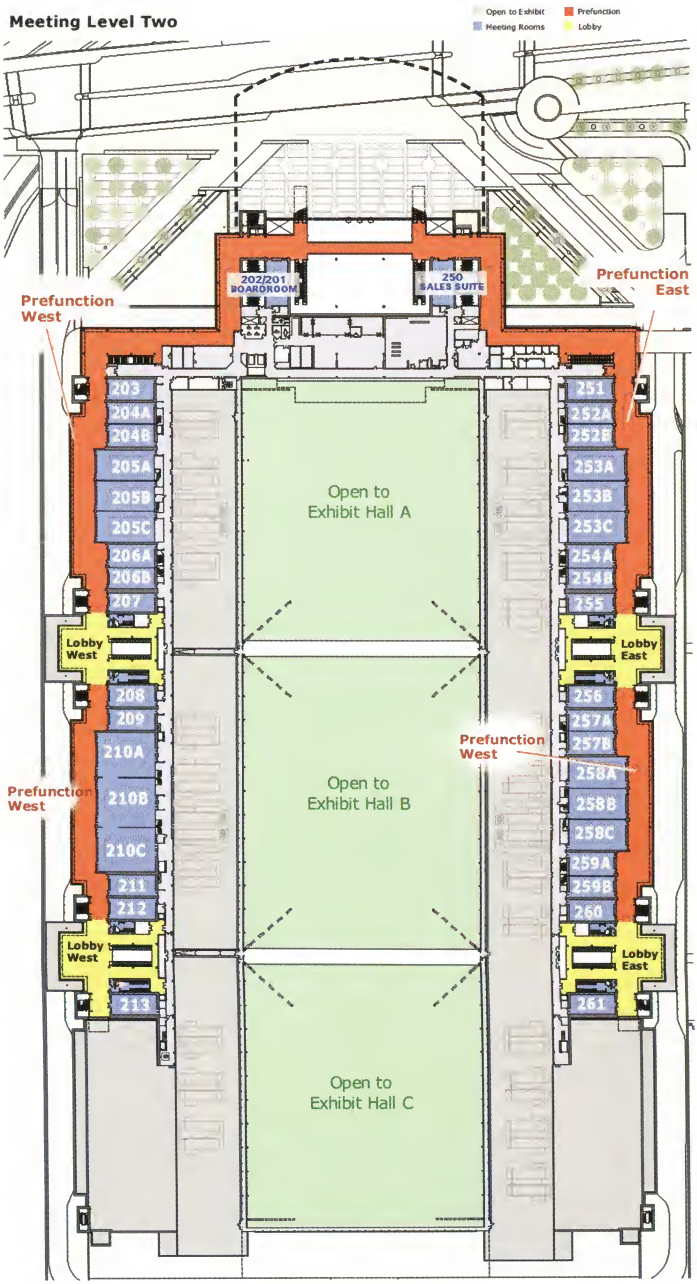
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Open to Exhibit
Meeting Rooms
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202/201 BOARDROOM
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Prefunction East
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Headquarters Hotel

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Boston, MA 02210

Situated on Boston's historic waterfront, the Seaport Hotel offers a refreshing change while staying on the harbor's edge. Fresh ocean breezes surround this Four-Diamond hotel, featuring 426 luxurious guestrooms, state-of-the-art in-room technology, including Wi-Fi access throughout public spaces, an award-winning restaurant and a professionally managed health club with spa services. No wonder Boston's newest waterfront hotel is also its most refreshing.

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Boston, MA 02110

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Omni Parker House

60 School Street
Boston, MA 02108

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Doubletree Club Boston Bayside

240 Mount Vernon Street
Boston, MA 02125

Ideal accommodations for both the business traveler and vacationers alike, the Doubletree Club Boston Bayside offers ocean and city views and easy access to Downtown Boston. The hotel is located across the street from the MBTA Red Line "T" subway stop providing service to all areas of Boston. The hotel has wireless high speed Internet access. We provide a complimentary shuttle service to and from Boston Logan International Airport and a complimentary scheduled service to and from downtown.

Doubletree Hotel Boston Downtown

821 Washington Street
Boston, MA 02111

Recognized as the newest hotel in the Theatre District, the DoubleTree Hotel Boston - Downtown is located in the heart of Boston. We are close to everything that is truly Boston, walking distance to the famous Public Garden & Boston Common. The Doubletree offers well-appointed guest rooms, including wireless high speed Internet service and laptop safes. The MBTA Subway stop is adjacent to the hotel. For those guests who desire to maintain their workout routine, hotel guests have complimentary access to the adjoining state-of-the-art fitness facility at the new YMCA.

Housing Assistance

If you require any hotel information on-site, please visit the Show Office located in room 50.

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UNITED United Airlines is the official travel partner for IDG World Expo and is offering Macworld attendees special discounted reservations unavailable to the general public. An additional 5% discount off the lowest applicable fare will be offered ONLY when you or your travel agent call United's toll-free number 800-521-4041 and refer to Meeting ID Number 515GB. A 10% discount off the unrestricted mid week coach fares is available when purchased 0 days in advance. United is also pleased to offer *an additional 5%* towards the purchase of tickets purchased at least 30 days in advance. The same discounts apply on United Express. Dedicated reservationists are on duty 7 days a week, 8:00AM - 10:00PM EST. Book early to take advantage of promotional fares that give you the greatest discount. Mileage Plus members receive full credit for all miles flown to this meeting. If you reside outside the United States, please contact your local United office to receive these savings.

Shuttle Bus Information

Macworld will offer daily complimentary shuttle bus service from Boston's primary transportation hub South Station to the BCEC, Monday, July 12 - Thursday, July 15, 2004.

Shuttle Bus Service Schedule from South Station to the BCEC

Monday, July 12	7:30am - 12:00pm
Monday, July 12	5:30pm - 7:00pm
Tuesday, July 13	7:30am - 7:00pm
Wednesday, July 14	7:30am - 7:30pm
Thursday, July 15	7:30am - 5:00pm

Macworld will offer limited shuttle bus service from Monday, July 12 - Thursday, July 15, 2004 at the Doubletree Hotel Boston - Downtown, Doubletree Club Boston Bayside and the Wyndham Boston. Schedules will be posted in the lobby of the hotel and the Macworld Show Information Counter at the BCEC.

Shuttle Bus Service to Boston's Logan Airport from the BCEC

For those attendees heading directly to Logan Airport, from the BCEC, Macworld will offer complimentary shuttle bus service on Thursday, July 15, 2004 from 2:30pm - 5:30pm.

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BY EMAIL:
sales@tsok.net

Tuesday, July 13, 2004

❑ **F1 Feature Presentation: The Macintosh at 20 - A Celebration of 20 Years of Innovation (Also available on video)**

Wednesday, July 14, 2004

❑ **F2 Feature Presentation: America 24/7 - How Mac Technology Enabled 25,000 Americans to Capture the Essence of America (Also available on video)**

❑ 01 S101 So You Wanna Be A Rock And Roll Star (with GarageBand)
❑ 02 S102 Shooting Great DV
❑ 03 S103 Dr. X-Love: How I Learned to Stop Worrying and Embrace OS X
❑ 04 S104 Getting Started with iPhoto
❑ 05 S105 Creative Thinking in Photoshop: Expanding your Creative Potential through Experimentation and Improvisation
❑ 06 S111 Take "GarageBand" out of the Garage
❑ 07 S112 Final Cut Pro Power User Session
❑ 08 S113 Mac Networking 101
❑ 09 S114 Digital Photography Hacks
❑ 10 S115 They Wrote the Book on QuarkXPress

❑ **F3 Feature Presentation: MacBrainiac Challenge (Also available on video)**

❑ 11 S121 Beyond GarageBand
❑ 12 S122 QuickTime: The Secret Weapon for Web & CD Production
❑ 13 S123 You are a Super User...Really!
❑ 14 S124 Practical Uses for QuickTime VR
❑ 15 S125 Plug-In Wizardry: Latest Tips and Tricks Using Plug-Ins for Adobe's InDesign
❑ 16 P201 Mac OS X Wizardry
❑ 17 P202 Software Auditing & License Management: A Key to IT Cost Savings
❑ 18 P203 Network Security Tools and Techniques
❑ 19 P204 Deploying User Quotas: Managing Disk Space Hogs with Mac OS X
❑ 20 P205 Add Power to your Mac with X11: Open up a Whole New World of Applications with Apple's X11
❑ 21 P211 How the Pros Troubleshoot Macintosh
❑ 22 P212 User and Group Management; Management and Maintenance of Users and Groups with Mac OS X Server and Workgroup Manager
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❑ 27 P222 Directory Services: Understanding Apple's Open Directory
❑ 28 P223 Macintosh Homeland Security
❑ 29 P224 Does It Scale? Completing the Transition to Mac OS X in the Enterprise

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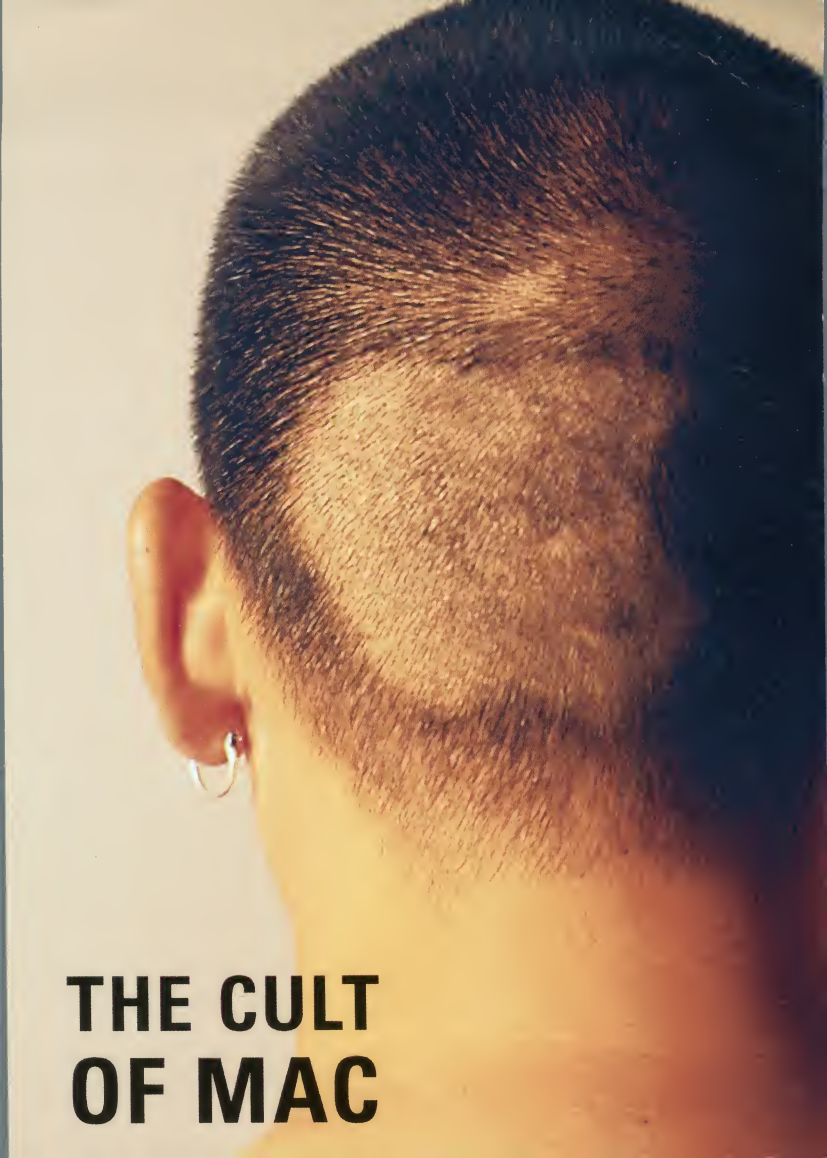
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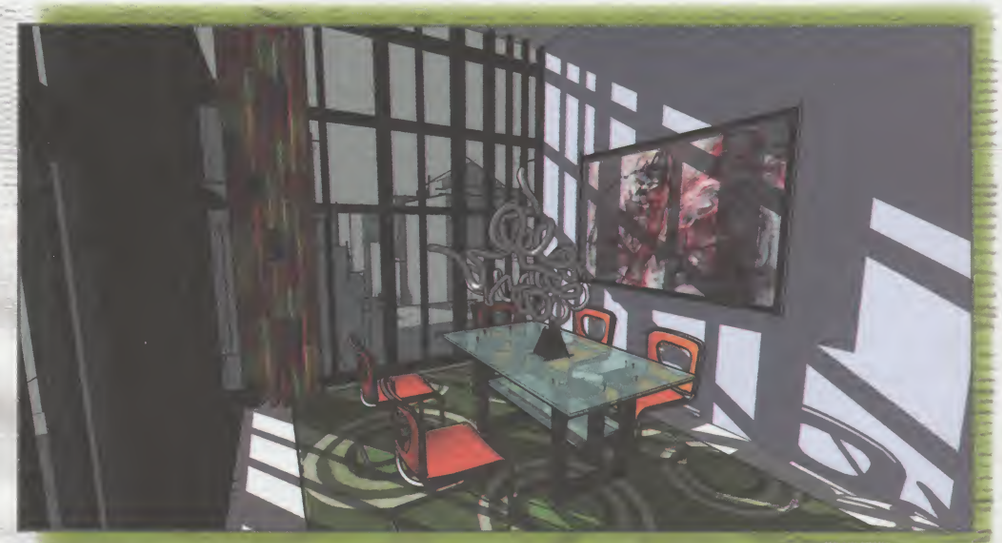

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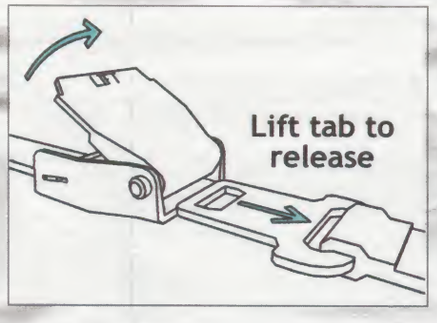

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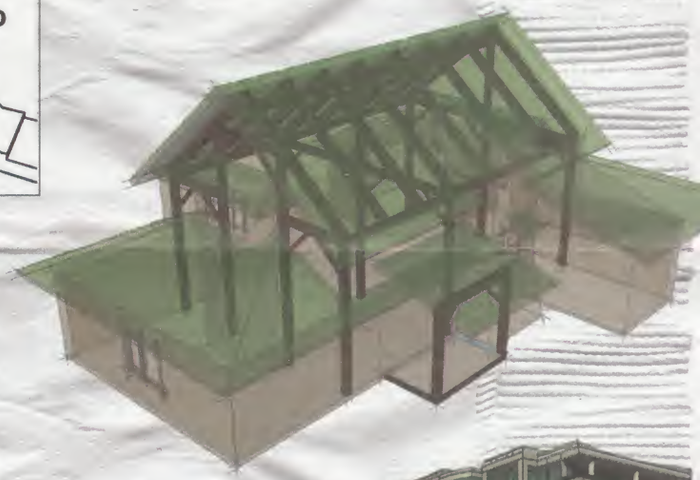

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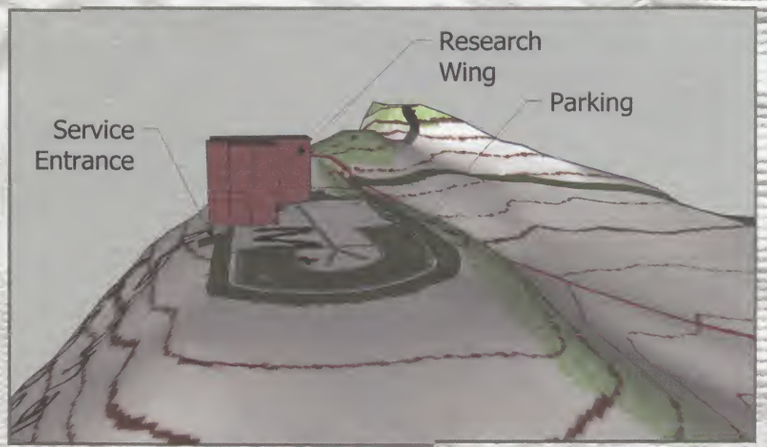

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